

The logo features the text 'iea dsm' in a sans-serif font. 'iea' is in light blue, 'dsm' is in dark red, and 'energy efficiency' is in white. The text is overlaid on a blue circular graphic with a white highlight.

iea dsm energy efficiency

**DSM Programme Strategy
Flyer**

What exactly is IEA Demand Side
Management nowadays?

The IEA DSM Programme

The IEA DSM Programme launched its 2014-2019 strategic plan with the subtitle “Energy Efficiency is not difficult – it is only complicated”. The technological aspect is fairly straightforward and often already covered by existing knowledge and technology but getting it bought, installed, used and maintained correctly is a whole other matter.

DSM refers to all changes that originate from the demand side of the market in order to achieve large scale energy efficiency improvements through deployment of improved technologies or changes in end-user behaviour and practices. Depending on the market organisation in each country such changes involve different actors. In many cases the energy sector plays an active role.

The necessity to strive for energy efficiency is underlined in IEA’s 2012 World Energy Outlook. Energy Efficiency is the single most important option to reduce global energy use, and thereby vital in every climate and economic policy (see figure).

Most IEA Implementing Agreements (Programmes) are working in very specific fields of Energy Technology Research and Development.

The DSM Programme does not focus on a specific technology, but is cross-cutting. It delivers to its stakeholders materials that are ready to use by them when crafting and implementing policies and measures.

The Programme also delivers technology solutions and applications that either facilitate operations of energy systems or facilitate necessary market transformations.

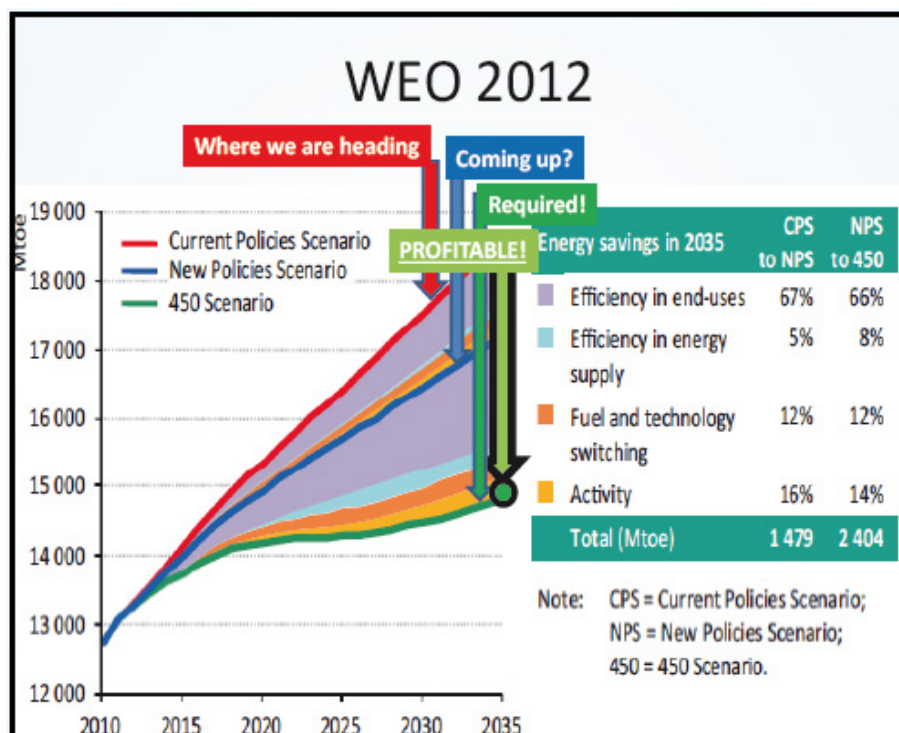


Figure 1: The IEA World Energy Outlook 2012 shows that there is a huge (profitable) potential for energy efficiency improvements that would reduce the energy use almost to the level that would enable global warming to stay at the 2 degrees level.



Implementing Agreement on Demand Side Management Technologies and Programmes

On the technology side, the main focus is integrating different kinds of renewables, storage options and Demand Response technology. This is done by using the knowledge of system operators and the latest ICT developments.

Unique in this approach is that studies are focused on the end-user. With the development of the Smart Grids, they will become a key player in its success, but only if they get really involved.

As the Programme is working in a truly global context, we need good monitoring and evaluation systems to show successful outcomes. Projects on monitoring, labelling and standardisation of energy efficiency help the participating countries to keep track of their results and to compare them with other countries.

The formula “Result = Potential * Acceptance ” is the idea behind a number of our other activities. We know the potential, but we need to improve (e.g. with business models that provide end-users with better options to be efficient).

Models that can be applied by providers of energy services and also by policymakers who have to decide what measures should be supported stimulate acceptance.

Another part of promoting acceptance and thereby increase uptake is to provide insight into the drivers, barriers and needs influencing the energy behaviour of the end-user. The DSM Programme combines the knowledge of social sciences and technology to promote an energy efficient lifestyle.

Since achieving Energy Efficiency is complicated, the DSM Programme produces guidebooks, tools, databases and reports to make life less complicated.

We will add on-line DSM courses to help simplify the complexities and, together with the material on the website, to be both fun and profitable to do.

Efficiency requires management skill – Demand Side Management (DSM) skill.

Contact

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Task Website

<http://www.ieadsm.org>

This Programme is part of the IEA Technology Network.



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