Demand Side Management Task 25

Business Models for a more effective market update of DSM energy services

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Why task 25?

Difficult market for EE
Tech push
System focus on products/goods and profit
More focus on end-user value and services
What BM works when where and why
Why task 25?

Barriers at national level

Poorly tailored to the needs of the user

Not supported by a viable business model
**Goods**

- Output-orientation
- Offer stated in tech-specs
- Efficiency: low costs, high margins
- Value in exchange/transaction
- User role passive

**Services**

- Solutions
- Value = outcomes for user
- User role is active
- Value in use
- Co-creation
- Delivered within a system
- Good/technology is ‘enabler’
Transition!

We sell products

We sell products + added value

We deliver services
Three levels!

Entrepreneur and capabilities
- Sensing/sharing/learning
- Customising/contextualising
- Orchestrating
- Stretching and scaling
- Learning

Business model
- Internal consistency!

Context/key players and stakeholders
Capabilities

Co-Learning / Sharing

Customize / Co-Create

Orchestrate

Contextualize

Quelle: ideate, IEA dsm Task25
Many ways of doing business

- We sell products
- We deliver services

- We sell products
- We deliver services

- We sell products
- We deliver services
Actions in this task...

✓ Workshops
✓ Longlist + 350 propositions
✓ Shortlist +60 Interviews
✓ Case analysis
✓ Context analysis
✓ Newsletter
✓ Global analysis

✓ Creating solutions, guidelines, training and roadmaps
✓ Disseminate

✓ Comparative analysis
✓ Transferability of BM
✓ Identifying inhibiting and enabling factors
✓ National workshops
Who participates in this IEA DSM task?

Austria
Netherlands
Norway
Sweden
Switzerland
South Korea
Canada (Nova Scotia)?
Ireland?
Germany?
Thank you!

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