Wet job is Energy Efficiency hired to do?

Task 25: Business models for a more effective market uptake of DSM energy services for SMEs and communities

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First Milkshakes, then labels and MEPs...
Asking Why and A job to be done
Too much Supplier perspective only
Energy efficiency as (secondary) outcome of solution
Effective implementation of EE: aligning value
Effective implementation of EE: user centred business model design
Effective implementation of EE: working with or around ecosystems
Effective implementation of EE: entrepreneurial journey (skills and learning)
We are witnessing a system transition

From

• Ownership, products, outputs, elements, suppliers and transactions

To

• Services, solutions, outcomes, relationships, networks and ecosystems

Energy services are not a goal but a package or delivery mechanism for EE

EE outcome (sometimes secondary)
What will we do in this task to learn from this transition?

- Making an international inventory of 300+ services
- Identifying & analysing and comparing selection of business models
- SMEs and residential communities
- Understand national ecosystems
- Develop guidelines
- Work together to create shared learning
- Contribute to the growth of the supply and demand market
Who participates in this IEA DSM task?

Austria, Sweden, Switzerland, EC, Netherlands, India
What job are labels and MEPs hired to do?

- People don’t buy labels or MEPs
- Labels and MEPs part of solution package for a problem or need
- They visualise value of intervention
- Labels are a perfect support tool in a change from focus on providing a service instead of ownership (Lighting)
- Labels and MEPs fit really well in no cure no pay services
- Issue of distribution of costs and risks...
- Need to focus on monitoring of performance of soft values
Any Questions?

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