What Exactly is the IEA Demand-Side Management Energy Technology Initiative?

IEA Demand-Side Management Energy Technology Initiative (IEA DSM ETI) launched its 2014-2019 Strategic Plan with the subtitle *"Energy Efficiency is not difficult – it is only complicated"*. The technological aspect is fairly straightforward, but getting it bought, installed, used and maintained correctly is a whole other matter.

Demand-Side Management 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. The market organisation of a country impacts the changes and the actors involved. 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 (see graph).

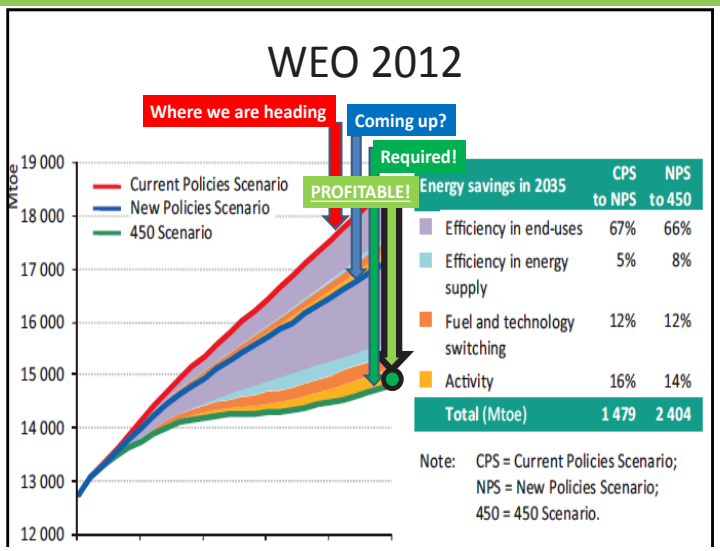
Energy efficiency is the single most important option to reduce global energy use, and thereby vital in every climate and economic policy (see figure).

Most IEA ETIs are working in very specific fields of Energy Technology Research and Development.

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

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

On the technology side, our main focus is on 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.



The IEA's *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 a the 2 degrees level.

Unique in this approach are studies focused on the end-user. With the continued development of Smart Grids, the end-users are a key player in the technology's success and must be actively involved.

IEA DSM functions in a truly global context, and therefore, good monitoring and evaluation systems are needed to show successful outcomes. Projects on monitoring, labelling and standardisation of energy efficiency are helping the participating countries keep track of their results and compare themselves 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, for example, 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 policy makers who decide what measures should be supported and how to stimulate acceptance.

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

Since achieving energy efficiency is complicated, the IEA DSM produces guidebooks, tools, databases and reports to make life less complicated.

The DSM University is another way we are helping to simplify the varying complexities of DSM through webinars and online materials. Check the IEA DSM website for DSM University news and updates.

Efficiency requires management skills – Demand-Side Management skills.

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