

# What Exactly is the IEA Demand-Side Management Technology Collaboration Programme?

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

DSM refers to technologies, actions and programmes on the demand side of energy meters that seek to manage or reduce energy consumption in order to decrease total expenditures or meet policy objectives such as emissions reductions or balancing supply and demand.

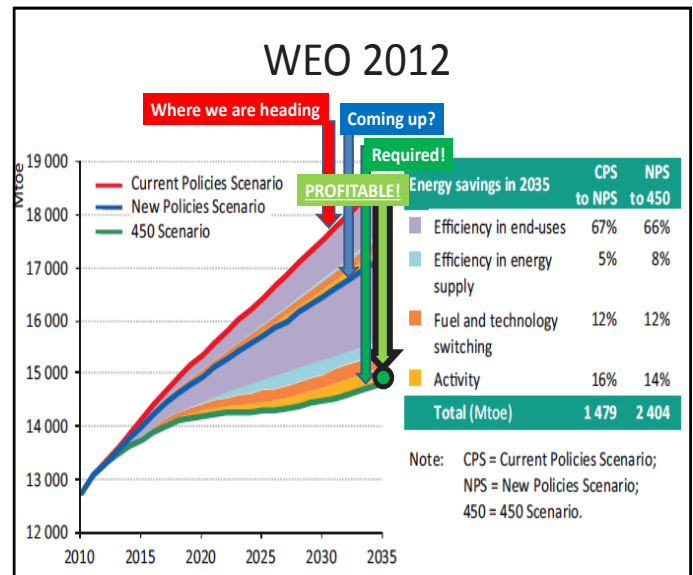
Demand-side flexibility is becoming increasingly important as more renewable energy enters the energy mix. Demand-side efficiency gains are essential if climate targets are to be met. The necessity to strive for energy efficiency is underlined in IEA's 2012 World Energy Outlook (see graph).

Most IEA TCPs are working in very specific fields of Energy Technology Research and Development. The DSM TCP 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.

On the technology side, our main focus is on integrating different kinds of renewables, storage options and demand response technology. 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.

The DSM TCP functions in a truly global context. 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 policies and viable business models are needed to see technology take-up. The TCP is working with experts in the field of servitisation to help the energy sector map its business models and consider new options.



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 at the 2 degrees level.

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. The DSM TCP combines the knowledge of social sciences and technology to promote behaviour change, working with key behaviour changers in sectors such as healthcare.

Since achieving energy efficiency is complicated, the DSM TCP 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 DSM TCP website ([www.ieadsm.org](http://www.ieadsm.org)) for DSM University news and updates.

Efficiency requires management skills – Demand-Side Management skills.