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

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Why task 25?

Difficult market for EE
Tech push at fault?
More focus on end-user value and services?
What BM works when where and why
Tech push: Product Dominant Logic

Ownership
Products
Outputs
Elements
Suppliers
Transactions
Low costs
Max profit
Service Dominant Logic

Services
Solutions
Outcomes
Relationships
User centeredness
Network partners
Ecosystems
EE outcome (sometimes secondary)
Transition needed!.....?
Investigating the transition
Transition of a system!

Many actors and factors
Transitioning at different speed = tension
synchronicity/fit
Influence
User centeredness is a real challenge
Reimarkt

Retrofitting NEZB
Total solution integration
Unburdening
Comfortable living
Open data model
No premeasurement
EE outcome, not goal
Housing corporations

Business model canvas is developed by Osterwalder & Pigneur 2012
Reimarkt: out of sync/stretch

Out of sync with government/subsidies
Out of sync with private house owners/tenants
Out of sync with social norm and building norm
Out of sync with suppliers: integration

Solution: B2B2C
Nederland Isoleert: in sync/fit

Insulation lower cost
No home scan either
Existing market
Simple, understandable product
Single ‘fix’ Fixed prices
Comfortable house
Understandable quick quotes
Local repetitive campaigns
Various strategies

Conscious System changer

Onconscious system changer

Smart Matcher

Stealth Changer
Next steps...

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

- Creating solutions, guidelines, training and roadmaps
- Disseminate

- Comparative analysis
- Identifying inhibiting and enabling factors
- National workshops

ieadsm
energy efficiency
Next year: facilitating strategies
Who participates in this IEA DSM task?  
Austria, Netherlands, Norway, Sweden, Switzerland, ECI
Thank you!

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