BACKGROUND
How do you market a product that is intangible, but offers significant benefits to consumers? This is a question often facing DSM programs, and so the IEA DSM Programme initiated Task V, Investigation of Techniques for Implementation of Demand-Side Management Technology in the Marketplace to begin to answer this question.

IEA DSM TASK V
The goal of Task V was to develop a set of analysis tools for identifying effective marketing components of government and utility DSM programs. The participants focused on the residential, small commercial and small industry sectors.

The international collaborative nature of the Task gave a richness and depth to the work.

Results
A common methodology for implementing DSM programs was developed. This methodology modeled small customer markets with objective characteristics, such as kinds of end-use equipment, cost of network equipment, family or business types, and socio-cultural values.

Surveys were conducted in the participating countries to assess the methods that utilities and governments have successfully used to market DSM technologies in residential and small commercial and industrial markets. The survey results were analyzed and grouped according to three basic promotional concepts: marketing of energy efficient products, behavioral change and utility image.

Using the common methodology developed, nine pilot projects were launched to test DSM marketing strategies in small customer markets. Within each country, the project results were compared to the results of previous programs and then documented. The results were also analyzed and compared project to project across country boundaries. In addition to the pilot projects, 32 existing programs were documented and Action Plans prepared outlining the steps required to develop DSM activities.

PILOT PROJECTS

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ENTITY</th>
<th>PROJECT OBJECTIVE</th>
</tr>
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<tbody>
<tr>
<td>Finland</td>
<td>Hämeeen Sähkö Savon Voima Vatajankosken Sähkö</td>
<td>Market time of use tariff. Determine how to avoid network investments</td>
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<td></td>
<td></td>
<td>Develop service chain</td>
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<tr>
<td>Netherlands</td>
<td>NUON</td>
<td>Promote purchase of high efficiency appliances</td>
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<tr>
<td>Norway</td>
<td>NVW &amp; Stavanger</td>
<td>Develop user friendly energy bills</td>
</tr>
<tr>
<td>Spain</td>
<td>ENDESA</td>
<td>Promote efficiency lighting</td>
</tr>
<tr>
<td>Sweden</td>
<td>Halmstad NUTEK &amp; utilities</td>
<td>Develop invoices based on meter reading. Determine how to simulate marketing of energy efficient goods.</td>
</tr>
<tr>
<td>Tanzania</td>
<td>TANESCO</td>
<td>Promote power factor correction</td>
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</tbody>
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Reports
Five reports are available to download from the Task V page of the DSM web site:
- Marketing Analysis of DSM Programmes
- Questionnaire Analysis of Programmes Developed in Annex V
- Reports Provided by Participants on Programmes Developed in Task V
- Action Plans and Evaluation Areas of Programmes Developed in Task V
- Techniques for Implementation of Demand Side Management Technology in the Marketplace (includes pilot projects results)

Participants
Finland Norway Sweden
Netherlands Spain World Bank/Tanzania

Duration
1994-1997

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Task V Website
http://www.ieadsm.org/ViewTask.aspx?ID=17&Task=5&Sort=1