Task XX
Branding of Energy Efficiency

Outline and Description of the Sub-tasks

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Task XX First Experts Meeting
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Agenda for the Presentation

• Introduction to Task XX

• Relevance of Task XX to IEA DSM Programme

• Objective of Task XX

• Proposed Sub – Tasks
Introduction to Task XX
Background

• “Branding of Energy Efficiency” was first identified as an area for new work at April 2006 ExCo in Copenhagen.
• At its April 2007 meeting in Seoul, the ExCo agreed that Concept Paper for the Task should be prepared.
• The Concept Paper was presented during ExCo held in Brugge in October 2007. Ten countries indicated interest.
• Further, the ExCo decided that the proposal be taken to Task Definition stage & work plan be presented at the next ExCo meeting.
• The Task was formally presented to ExCo on April 04, 2008 in New Delhi, India.
• ExCo accepted the Task as Task XX of the IEA – DSM Programme.
• India, Spain, France & USA are participating in the task.
Motivation for the Task

- Energy Efficiency has huge potential in the areas of energy security, keeping in check energy prices and reducing GHG emissions.
- This potential exists in small quantities in several areas with large number of users.
- Government driven efforts will never be sufficient to target and achieve this potential.
- Significant market based efforts are required to achieve potential for EE.
- Branding by its very nature creates ‘Pull’ in the market which would assist in wide scale deployment of energy efficiency.
Branding in EE marketplace

• Sales pitch for any EE products or services has been some variant of ‘Save Money – Save Planet’ cliché.
• EE has not been able to excite people to create brands which would bring lifestyle tag to energy efficiency, similar to that for organic food.
• This failure of energy efficiency assumes even more significance when we note that EE has significant positive economic impact.
• It is necessary to understand and analyze the reasons for this failure of branding in EE marketplace.
• And to identify ‘ways and means’ by which potential for branding could be increased.
Primary Objective

- The primary objectives behind undertaking ‘Branding Energy Efficiency’ as a task are:

  - To understand reasons for absence of energy efficiency brands; and

  - To develop appropriate strategies for the Governments to direct their efforts so as to create marketplace suitable for energy efficiency brands thereby evolving ‘Comprehensive framework for Market Transformation’
Relevance of Proposed Task to IEA DSM Programme
IEA Demand Side Management (IEA DSM)

• The IEA DSM Programme, initiated in 1993, deals with a variety of strategies to reduce demand

• Programme Vision: Demand side activities should be active elements and the first choice in all energy policy decisions designed to create more reliable and more sustainable energy systems

• Programme Mission: Deliver to its stakeholders, materials that are readily applicable for them in crafting and implementing policies and measures. The Programme should also deliver technology and applications that either facilitate operations of energy systems or facilitate necessary market transformations
IEA DSM Programme organisation

- The activities under the programme are structured into two clusters.
- Load Shape Cluster: This cluster includes tasks that seek to impact the shape of the load curve over very short (minutes-hours-day) to longer (days-week-season) time periods. Work within this cluster primarily increases the reliability of systems.
- Load Level Cluster: This cluster will include tasks that seek to shift the load curve to lower demand levels or shift between loads from one energy system to another. Work within this cluster primarily targets the reduction of emissions.
Task XX under IEA DSM Programme

• Creation of successful branding of energy efficiency would result in better penetration of energy efficient products and services through various programs

• This would result in reduction in the demand

• Hence, this task can be categorised under load level cluster of the IEA DSM Programme structure
Task VII under IEA DSM Programme (1/3)

- Task VII of DSM programme looked into the development of International collaboration on market transformation

- Task attempted to find a way to enhance the market share of the most energy efficient appliance and products in the marketplace.

- It sought to understand the reasons for energy efficiency being low on consumer’s hierarchy of needs.
Task VII under IEA DSM Programme (2/3)

• A detailed survey of 6 European countries was carried out to measure knowledge and attitudes towards efficient use of energy in private households in participating countries.

• The study explored attitudes and behaviour in the field of energy efficiency and then related these to typologies and value patterns.
Task VII under IEA DSM Programme (3/3)

• Important product developed by task VII has been an extensive market research study focusing on issues of branding energy efficiency in connection with consumer’s aspiration and values.

• The result of this research indicate that the marketing challenge for branding of energy efficiency is not spreading knowledge but of establishing an image.
**Task VII and Task XX**

- Task XX proposes to build on achievement of the IEA DSM Market Transformation Task VII

- Task VII took *initial step towards identification of problems associated with market transformation*

- Task XX aims to evolve a *comprehensive framework for market transformation* which can be used by the government and industry to develop the market for energy efficient products
Objective of Task XX
Objective

• Task XX is expected to develop understanding of the needs and barriers associated with branding of energy efficiency and strategies to overcome those barriers

• The primary objective of the task is:
  ➢ To understand reasons for absence of energy efficiency brands; and
  ➢ To develop appropriate strategies for the Governments to direct their efforts so as to create marketplace suitable for energy efficiency brands thereby evolving ‘Comprehensive framework for Market Transformation’
Research Areas

- To identify and analyze various offerings in EE marketplace and their successes and failures;
- To understand knowledge and attitude of consumers towards energy efficiency;
- To understand issues associated with energy efficiency in developing countries;
- To identify best practices in definition of suppliers of energy efficiency products and services;
- To identify the potential for programmatic approach towards energy efficiency;
- To identify the barriers to branding of energy efficiency;
- Government’s role in promoting comprehensive framework for market transformation.
Proposed Sub - Tasks
Sub Tasks

• The task will be undertaken under following six sub-tasks:

  ➢ Sub-task I: Energy Efficiency Offerings Analysis
  ➢ Sub-task II: Energy Efficiency Consumer Analysis
  ➢ Sub-task III: Assessment of Relations between market for EE products and maturity of electricity market
  ➢ Sub-task IV: Review of Branding Strategies in similar areas;
  ➢ Sub-task V: Identification of Best Practice in Branding of EE
  ➢ Sub-task VI: Communication and Outreach
**Pictorial representation of Sub Tasks**

**Sub Task I: Energy Efficiency Offering Analysis**

**Sub Task III: EE Product pricing and maturity of electricity market**

**Sub Task II: Energy Efficiency Consumer Analysis**

**Sub Task IV: Review of Branding strategies in similar areas**

**Sub Task V: Best Practices in branding**

**Sub Task VI: Communication and Outreach**

**Products**

**Companies**

**Programs**

**Services**

**Consumers**

*Other Sectors Eg. Cellular phones, branded fuels*
Sub –Task (1): Energy Efficiency Offerings Analysis

• **Subtask Objective**
  - This sub task aims to develop an understanding of the four energy efficiency offerings i.e. Products, Services, Programs and Companies

• **Subtask Deliverables**
  - The sub-task report will summarise the results of energy efficiency offering analysis and inter-linkages between these offerings
Sub –Task (2): Energy Efficiency Consumer Analysis

• **Subtask Objective**
  - To carry out survey of consumers to collect data on consumers’ attitude towards EE offerings in a particular market.

• **Subtask Deliverables**
  - The sub-task report will summarise the results of Energy Efficiency Consumer Analysis
Sub –Task (3): Assessment of relationship between EE Products and maturity of market

• **Subtask Objective**
  
  – To identify the relationship between the product offerings and maturity of the electricity market and to establish empirical relationship, if any, between electricity price and energy efficiency offerings.

• **Subtask Deliverables**

  – A Report summarising the relationship between market for EE products and maturity of electricity market.
Sub –Task (4): Review of Branding Strategies in similar areas

• **Subtask Objective**
  - To identify the products and services, similar in nature to “energy efficiency” and learn from the strategies deployed by them during early period of their life cycle.

• **Subtask Deliverables**
  - A Report summarising the branding strategies deployed by the products and services similar in nature to energy efficiency

• **Subtask Objective**
  - To identify Case Studies and develop best practices for branding of various types of energy efficiency offerings
  - To identify role of institutional structures and government support in development of successful branding strategies.

• **Subtask Deliverables**
  - A report summarising best practices in branding of energy efficiency
Sub -Task (6): Communication and Outreach

• **Subtask Objective**
  – To identify and engage stakeholders and communicate and disseminate information about branding efforts in different areas of EE.

• **Subtask Deliverables**
  – Four Newsletters during the period of the Task.
  – Two Regional workshops to discuss various branding efforts.
## Time frame

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<td>Subtask 2: Energy Efficiency Consumer Analysis</td>
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<td>Subtask 3: Assessment of relationship between EE products pricing and maturity of the Electricity Market</td>
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# Deliverables

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<th>Deliverable</th>
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| Experts Meeting                                 | • December 2009  
• October 2010  
• March 2011 & August 2011 (Back to back with regional workshop) |
| Regional Workshop                               | • March 2011  
• August 2011                                                        |
| Newsletter (every six months)                   | • May 2010  
• November 2010  
• May 2011  
• October 2011                                                      |
| Task Flyer (at the beginning and end of the Task)| • December 2009  
• October 2011                                                      |
Thank You