Task XX- Branding of Energy Efficiency

Approach and Methodology for Sub Task I&II

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Agenda for the Presentation

- A&M for Sub - Task 1
- A&M for Sub - Task 2
- Proposed consumer survey in India
Sub Task I
Objective

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

• The sub task will also attempt to identify drivers behind such offerings
Scope of activities under Sub-Task 1

Sub Task I: Energy Efficiency Offering Analysis

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

Sub Task IV: Review of Branding strategies in similar areas

Sub Task V: Best Practices in branding

Sub Task VI: Communication and Outreach

Electricity market

Products

Companies

Services

Programs

Consumers

Other Sectors Eg. Cellular phones, branded fuels
Energy Efficiency Offerings

- Appliances
- Homes
- Cars/vehicles

- ES Certs
- White Certificates
- Energy Star

Products

- Schneider
- TÜV SÜD
- Appliance Manufacturers

Companies

- Electricity
- Energy Services

Programs

Services

Consumers

Products and services are offered to consumers by various companies while Programs are designed and administered by Government which act as drivers for energy efficiency
Research Areas

• To identify and analyze various types of offerings in energy efficiency marketplace
• Collection and analysis of data regarding deployment of offerings in marketplace
• Identify ‘Best Practices’ in definition of products and services
• Identify barriers experienced in deployment of energy efficient offerings
• Identify special needs of developing countries
• Identify inter-linkages between EE offerings
Assessment of EE Offerings in marketplace

• A survey of energy efficiency offerings in a country by the Country Expert

• Desk study for products, services & programs
  – Short listing of five product and services categories, each
  – Identification of programs

• Country expert to select the categories of products and services which in his opinion best illustrate the success / failure of EE offering in the country

• OA to prepare the formats for data collection
### Survey of EE Offerings

As a part of the survey following information shall be collected for various EE Offerings.

<table>
<thead>
<tr>
<th>Offering</th>
<th>Information sought</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td>• Names of the manufacturers, type of products, market share in last 5 yrs, physical attributes, technology, EE Index, barriers</td>
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<tr>
<td>Services</td>
<td>• Nature of the services, details about service providers, key drivers for the service,</td>
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<tr>
<td>Programs</td>
<td>• Genesis of program, Key drivers, barriers in adoption, experience in implementation</td>
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<tr>
<td>Companies</td>
<td>• Appliance manufacturer or service provider, key business driver, views on potential</td>
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</tbody>
</table>
Survey of companies

• Email/ telephonic /web survey of companies
• OA to prepare the questionnaire for survey of companies
• The questionnaire will be uploaded to IEA DSM website
• The links will be provided to all the country experts
• The country experts to send the links to companies to get their response
Analysis of the Survey

• Operating Agent to carry out analysis of the data to identify:
  - Primary drivers for each of the offering
  - Inter-linkages with programmes
  - Energy efficiency index
  - Identification of barriers for deployment
  - Success / failure stories for further analysis
## Time frame

<table>
<thead>
<tr>
<th>Sub Task I</th>
<th>Oct-09</th>
<th>Nov-09</th>
<th>Dec-09</th>
<th>Jan-10</th>
<th>Feb-10</th>
<th>Mar-10</th>
<th>Apr-10</th>
<th>May-10</th>
<th>Jun-10</th>
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Deliverables

• Report summarising the results of energy efficiency offering analysis and inter-linkages between different types of offerings
Sub Task II
Objective

• The objective of Sub Task II is to collect and analyse data on consumers’ attitude towards the products and services available in the market
Scope of activities under Sub-Task 2

Sub Task I: Energy Efficiency Offering Analysis
Sub Task III: EE Product pricing and maturity of electricity market
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
Services
Programs
Consumers

Sub Task II: Energy Efficiency Consumer Analysis

Other Sectors Eg. Cellular phones, branded fuels

Electricity market
Research Areas

• Carry out survey of consumers to collect data on consumers’ attitude towards the products and services;
• Identify market segments favourable for EE products and services;
• Identify potential for branding within market segments;
• Identify market segment which may look forward to EE as a lifestyle choice;
• Understand the consumers perspective regarding adoption of EE given the cost / benefit analysis of the offerings available in the market;
• Identify if there are any non monetary costs (inconvenient access, higher breakdown risks, compromise on performance aspects, etc.) that render the EE behaviour (??) unavailable
Approach and Methodology

• Task Definition Paper envisaged coordinated consumer surveys to be carried out by the participating countries.
• However, a few participants expressed that surveys may be too expensive
• Further, it was informed that many countries carry out such surveys at regular interval
• It was suggested that the Task may make use of these surveys instead of carrying out fresh surveys
• It was decided that decision to conduct consumer surveys shall be taken at the time of execution
Decision on surveys is requested at the earliest

• Operating Agent to coordinate the surveys if any country decides to conduct the survey
• Participating countries are requested to convey their decision in this regard.
• OA in consultation with country expert for India has prepared the proposal for consumer survey which has been presented in separate section.
• In the event of fresh surveys are not to be carried out, country experts are requested to collect existing surveys for further review.
## Time frame

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Practical Solutions to Real Life Problems
Deliverables

• Report summarising the results of “Energy Efficiency Consumer Analysis”
Thank You