Task XX - Branding of Energy Efficiency

Quick overview of Approach and Methodology for Sub Tasks III, IV&V

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Agenda

• Sub Task III

• Sub Task IV

• Sub Task V
Sub – Task III
**Objective**

**Assessment of relationship between EE products and maturity of market**

- **Subtask Objective**
  - To identify the relationship between the EE offerings and maturity of the electricity market and to establish empirical relationship, if any, between electricity price and energy efficiency pricing.
**Background**

- Overall marketplace has significant impact on the success and failure of products and services
- Drivers to energy efficiency change significantly with the level of competition in the market
- Electricity prices in the market is bound to influence purchasing decisions related to EE products/services
- In markets where electricity prices reflect true cost of delivery, financial/fiscal incentives may not be required.
- Less competitive and subsidy prone markets like India will require significant government involvement in development of market for energy efficient products
Research Areas

• Criteria for defining market maturity
• Relationship between maturity & electricity pricing
• Assessment of EE offerings in the market
• Comparative analysis across different markets
• Electricity pricing and EE pricing
• Fiscal and financial interventions in the market
• Comparative analysis of pricing across diff markets
Approach & Methodology

• Identification of 10-12 countries including participating countries with different level of market maturity /structures
• Development of criteria for definition of market maturity
• Collection of data:
  – Competition in the market
  – Electricity Prices
  – EE Offerings
  – EE Pricing
  – Fiscal and financial interventions
• Comparative analysis and Conclusions
Timeframe and Deliverables

• Timeframe for the task is Aug’10 – Feb’11

• A Report summarising the ‘Relationship between market of EE products and maturity of electricity market’
Sub – Task IV
Objective

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.
Research Areas

• Whether there are any lessons to be learnt from other sectors which may be helpful for developing ‘Comprehensive Framework for Market Transformation in Energy Efficiency’?
Approach & Methodology

• Country experts to identify 3-4 case studies which in their opinion have some useful lessons for the proposed task
  – Case studies may be selected in consultation with local branding/communication consultant
  – Case studies need not be from the country
  – Material for the case study should be readily available as intention is not to develop the case studies

• Operating Agent to carry out comparative analysis of the proposed 10-12 case studies

• Short-listing of the case studies for further analysis on the basis of relevance to task and data availability

• Analysis and Recommendations
Timeframe and Deliverables

- The sub task will be carried out during March 2011 to September 2011

Sub –Task V
Objective

Identification of ‘Best Practices in Branding EE’

- Subtask Objective
  - To identify Case Studies and develop best practices in branding of energy efficiency
  - To identify role of enablers such as institutional structures and government support in development of successful branding strategies
Research Areas

• Synthesize information collected during earlier sub-tasks
• Identify successful instances of branding in energy efficiency across the globe
• Understand business enablers for branding in each case
• Identify the best practices for various aspects of branding
• Identify inter-linkages for different aspects of branding
• Identify role of enablers such as institutional structures and government support in development of successful branding strategies
• Identify key lessons that may be adopted in development of successful branding strategies
Approach & Methodology

• Country experts to identify instances which in their opinion are successful in branding of energy efficiency
• Operating Agent to carry out comparative analysis of the proposed 5-6 instances of branding
• Development of formats by OA for data collection
• Collection of data by country experts
• Development of case study for each instance
• Development of framework for evaluation
• Analysis and Recommendations
Timeframe and Deliverables

• The sub task will be conducted from June 2011 to October 2011

• A report summarising ‘Best practices in branding of energy efficiency’
Thank You