

IEA DSM TASK 20 Branding of Energy Efficiency



Why Brand EE?

The IEA DSM Programme believes that it is possible to reverse the fortunes of energy efficiency products and services through successful branding. The branding of energy efficiency products and services will increase their visibility and credibility.

This Task builds upon the results of *IEA DSM Task 7: Market Transformation*. While DSM Task 7 took the initial step towards developing a framework for market transformation, it is time to evolve a comprehensive framework that can be used by government and industry to develop the market for energy efficient products.

Main Activities

The main objective of the current work is to share best EE practices from around the globe.

Task Work

Subtask 5 — Identification of Best Practices in Branding EE

- Identify case studies and develop best practices in branding EE.
- Identify the role of institutional structures and government support in developing successful branding strategies.

Eight to nine case studies will serve as the data for a report on best practices in branding EE. A survey of successful branding of energy efficiency efforts in the participating countries as well as other countries has been undertaken.

Using the survey results, the Operating Agent will develop case studies for successful branding efforts that:

- highlight business enablers for branding, identify best practice in branding of energy efficiency,
- identify inter- linkages for different aspects of branding,
- identify role of institutional structures and government support in development of successful branding, and
- identify key lessons that may be adopted in the development of successful branding strategies.

Task Duration

December 2012 to September 2014

Participating Countries

France Spain
India United States

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