

### DSM Workshop 3 ESCO's

	Information		
Information - knowledge database. Marketshares, F&F of esco's	Technical experience. Detailed project analysis / data. System optimisation. Financial results	ESCO only for 'high hanging fruit'	Models of contracts (EPC) Energy performance contract
Information- knowledge database. Business-case specs: what are the specs of the value drivers in the ba's?	Marketing. How to inform the customers about EPC. Brand name?	Added savings only from ESCO's	Example of projects to convince potential clients
Contracts more specific: 1.financing (leaseconstruction).2. smart guaranty construction	Educating customers (sector specific)	Consumer risk	Road Tour to Public relations
	5 page contract	Monitoring & evaluation tech	Best practices
	Legal framework. Rental-owner. Ruels government	Assets ownership	Easy way to start. Short process
	Project finance. Lower rate of interest? Subsidiary?	Research	Experiences on partnerships
		DSM property rights	More info on differences in legislation, comparable rules, overall directives
		Who owns meter data?	(contracts) More info: proof of succes, measurement methods saving measures

Lobby waar?

Regular platform to meet experts  
 Sector specific  
 oranje? Blauwe stip?

Partnership	Technology	Legal framework (rules)	Marketing	Contracts	Project financing
Utility support	Energy technology. ICT tools / energy supply	Obstacle. Governmental rules improved by DSM	Improve knowledge at customers (marketing)	Contracts	Finance
Give business drivers to all stakeholders	Technology Information Platform. People (4)	Be light on regulations	Create awareness for consumers	Expect. Tools: central open database incl buca's/research/contracts/best practices	Lack of funding
Discourage bureaucracy (1)	Standardize energy info transactions (1)	Appoint central lobby power (1)	Availability of energy information. Who owns data?	Need of good contracts	Finance
Utility to buy DSM (3)	Collect make central international database	Investigate barriers (4)	Megawatt is sexy. Negawatt not	Energy services are too complicated	What is the best "project-period"? 5 y, 10 y. Cash flow problem
Make the advantages clear for the utility (1)		Discourage burocracy (1)	Need trusted information on expected savings	Expect. Knowledge ESCO's other countries on contract	Proves that an ESCO needs 5 years government support
Complementarities between market players			Energy costs are too small	Expect. Before starting a project, we need certainty on costs (measures), certainty on potential savings. How to reduce the risk?	Inform finance institutions. What's an ESCO. What results did they make (4)
Bring people together international (1)			Brand name (4)	Standardize terms & conditions (3)	Report characteristics for a 'normal' ESCO market (1)

			Pilot project in each country financed by governments to promote ESCO's activities (1)	Overview on consumer 'rights'. Minimum in contracts. Normal. Highly advantage (1)	Revolving (risk) fund
			Publication of succes stories (3)	Examples on financing	Give Business drivers to all stakeholders
			European awareness. Africa. Campaign	Reduce the steps and documents. 1.Apply(EC). 2.Confirm (G). 3. Register (EC). 4.Support (G). To register one step by internet (3)	
			Expert lobby (2)		
			Educating customers (sector specific) (6)		