

Everyone loves DSM Workshop

11 October 2006

Maastricht, The Netherlands

On 11 October 2006 SenterNovem hosted the workshop 'Everyone loves DSM'. Apart from DSM Executive Committee members representatives from industry, government, research and knowledge institutions also participated, there were over 30 participants from the Netherlands and abroad.

Central to the discussion was the issue of optimising the knowledge generated from DSM and setting priorities for new projects. The day was divided up into two sessions: plenary presentations (morning) and workshops (afternoon).

Four presentations were given on EsCo's (G. Kempen, Essent), White Certificates (V. Oikonomou, RUG), Smart Metering (Hilbrand Does, Oxxio) and Monitoring ESD (H. Vreuls, SenterNovem).

Priorities were identified for all three workshops these are presented below. During the afternoon these topics were discussed further in three workshops: ESCOs, Government and Consumers. These workshops were led by SenterNovem moderators.

There was overall agreement that the marketing of the DSM agreement products was an area for improvement. Currently the information often remains within a small group of experts and does not receive the exposure that it deserves. Within the individual workshops the following areas were considered of the highest priority for future attention:

Customers

- Brand energy efficiency
- Labelling of all appliances
- Inform the public
 - TV campaign
 - Computer game

ESCO

- Branding
- Investigate barriers
- Educate by sector (focus/tailormade)
- Inform financial institutions about ESCO – insure financing

Government

- Globally consistent economic fungible instruments
- UN energy policy needed
- Develop school programmes.

The workshop was considered to be a well balanced day with interesting presentations and room for discussion in the individual workshops which resulted in good recommendations for future actions.