

## IEA DSM TASK VII Market Transformation



### Marketing Energy Efficiency

Participants in this Task sought to find a way to encourage a greater market share for the most energy efficient appliances and products in the marketplace. To do this they explored questions, such as:

- Why it is that energy efficiency is so low down on the consumer's hierarchy of needs?
- Why do some retailers and manufacturers shy away from selling the benefits of the energy efficiency of their products?
- Would it be possible to make "energy efficiency," as a marketing concept, as popular as organic food or as strong as the brands of Nike or Adidas?
- How might this be done?

To encourage a greater market share for energy efficient products and to answer some of these probing questions, a variety of different subtasks were undertaken. They ranged from the development of a unified policy approach to market transformation through to the development of procurement strategies.

### Results

One of the most important products produced by Task VII was an extensive market research study focused on the issue of branding energy efficiency in connection with consumers' aspirations and values. The results of this multi-national research indicated that the marketing challenge for the branding of energy efficiency is not a question of spreading knowledge, but of establishing image.

This critical marketing data enabled Task VII participants and industry to explore new promotional ideas for energy efficiency and to seek solutions that will increase consumers' desire for energy efficient products and services. The results of this market research, in conjunction with a cooperative industry, may provide the key to stimulate a demand for the "brand" of energy efficiency that could be as strong as the ever growing demand for the brand of 'organic' food.

It is hoped that industry will use the information from the market research to develop a "brand"

approach to energy efficiency. This "brand" approach would focus more strongly on people as brand aware, self-conscious consumers. Thereby lifting promotion of energy efficiency beyond the usual "save money and the planet" arguments and seeking to identify energy efficiency with the lifestyles, values and attitudes that currently drive consumer purchasing. This approach has the capacity to transform the chain of market actors, from manufacturing through to the selling and buying of products, as the demand for the most energy efficient products increases.

The Task research results also provided a forum for Task participants to hold a series of meetings with some of the major electrical product manufacturers and retailers throughout Europe. The Task identified some of the common barriers to the promotion of energy efficient products and explored the possibilities and opportunities open to an awakening market.

A central goal of the work has been to find a better way to market energy efficiency. In this sense, the DSM Market Transformation Task shares a common goal with much of industry. There are many energy efficient products on the market and Task VII was interested in exploring ways that would help increase the sale of them.

### Participants

Denmark	Norway
Finland	Sweden
Korea	United Kingdom
Netherlands	

### Duration

2002-2004

### Operating Agent

Verney Ryan  
The Building Research Establishment  
Garston, Watford  
WD25 9XX  
United Kingdom  
[ryanv@bre.co.uk](mailto:ryanv@bre.co.uk)

### Task VII Website

<http://dsm.iea.org/ViewTask.aspx?ID=17&Task=7&Sort=1>