

DSM Workshop 1

Goal
What would we like to achieve
Results are known, used and appreciated

Customers

What prevents us to achieve our goal	Product Identity (elec)	DSM justification	Dissemination education awareness	Free market process	Consumer involvement	Technology support	Policy regulations
Obstacles, changes for improvement	Electricity is an anonymous product	Unhomogenous requirement for "smart metering"	Proprietary information when work is underway + experts available	Public procurement. Results, demands available for consumers	Difficult to get customers to participate. (Need major promotion) (Reward marginal)	Smart meters. Consumers benefits (beyond "the knowledge")	Regulatory rules have to be improved (load profiles etc.)
	Electricity is not "our" product (community)	Technical solution marginally cost effective	Multi-media should be used	Lack of business models for aggregators	Publicity. At home there are nice ways to help with the	How can I-as a consumer- "sell" electr to my consuming devices?	
		Different aims of consumers, utilities ... position of government?	Best practice studies	Creating + showing business opportunities	What do smaller customers need?	Esco's + renovation of multiple houses	
			System operators prefer generators as more reliable than DSM		How can I -as a consumer- get involved?		
			Disseminating on politicians		Can we understand what the consumers can understand/interpret? Do we ask them?		
			Inf/products for smaller customers				
			IEA Roadshow needed?				

Changes for improvement	Brand EE. Make the public feel good (4)	Connect wh cert's to DSM	Continuous campaign to increase customer awareness of demand management and benefits (1)	Celebrate congresses inviting emergent business to be lised	Give public feedback in real time. TV campaign (4)	Micromization of smart meters measure-switch-commcate (2)	Demonstrate coop government-esco-household comp (1)
Activities	Real-time wind/solar energy supply on sub meter level	Evaluation benefits of DSM in saving energy and improving security (2)	Labeling of all appliances + elect using machines incl costs (4)	Develop business models for aggregator to real "win-win-win" situation between diff actors	Clearly state how much money the consumer will save if do x (1)	Develop new (DSM) related products to final consumers (based on "smart meters") (2)	Ban D. labelling
What will we do to overcome obstacles			Brand of "intelligent DSM user". Develop + sell intelligent energy user		Earn money with switch off a billity	Game industry involvement in interfacing DSM (4)	Strong implementation of ESD-directive in the countries (1)
			Write, publish, AIE DSM recomendations on especialized ares. Activate DSMA connection with emergent business (2)		Organise the public on the net (product development?) (2)	Standardize meter / sub-meter identification (metr IP address) (1)	
			More informative bills which are easier to understand. Awareness of costs (3)		Involve consumers, consumer agencies, psychologists, in the DSM-research (1)	Determine "Profile".solution	

New task. How to get smaller customers involved in static and dynamic DSM (2)

How to get youth on board! (2)

Expand XVI (esco's) with demonstration on household

Producing periodic recommendations from AIE-DSM-A by areas

New task. Smart metering technology + consumer involvement + evaluation (1)

Introduce ESCO, alternatives from the different business related areas (1)

Utilization of intelligent houses for DSM

Public procurement for dummies

Try again to brand EE (1)