

# What job is Energy Efficiency hired to do?

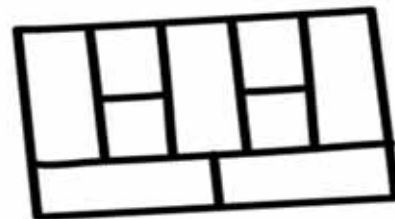
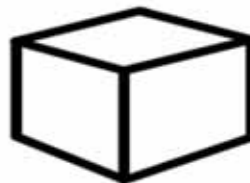
*Task 25: Business models for a more effective market uptake of DSM energy services for SMEs and communities*

*IEA DSM TASK 25 DUE Conference South Africa 2015*

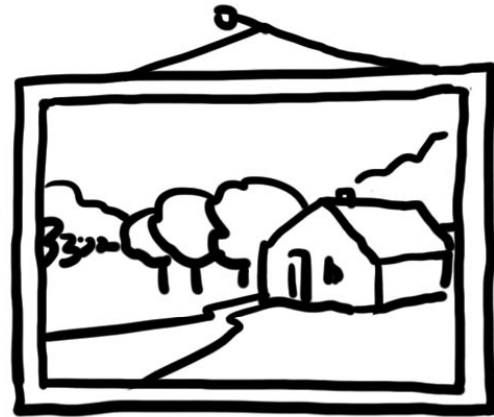
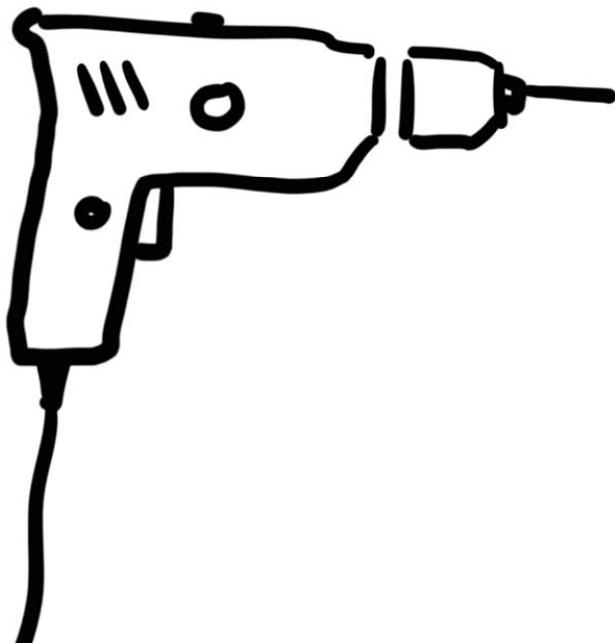
*First Milkshakes, then Labels and MEPs...  
Asking Why and A job to be done*



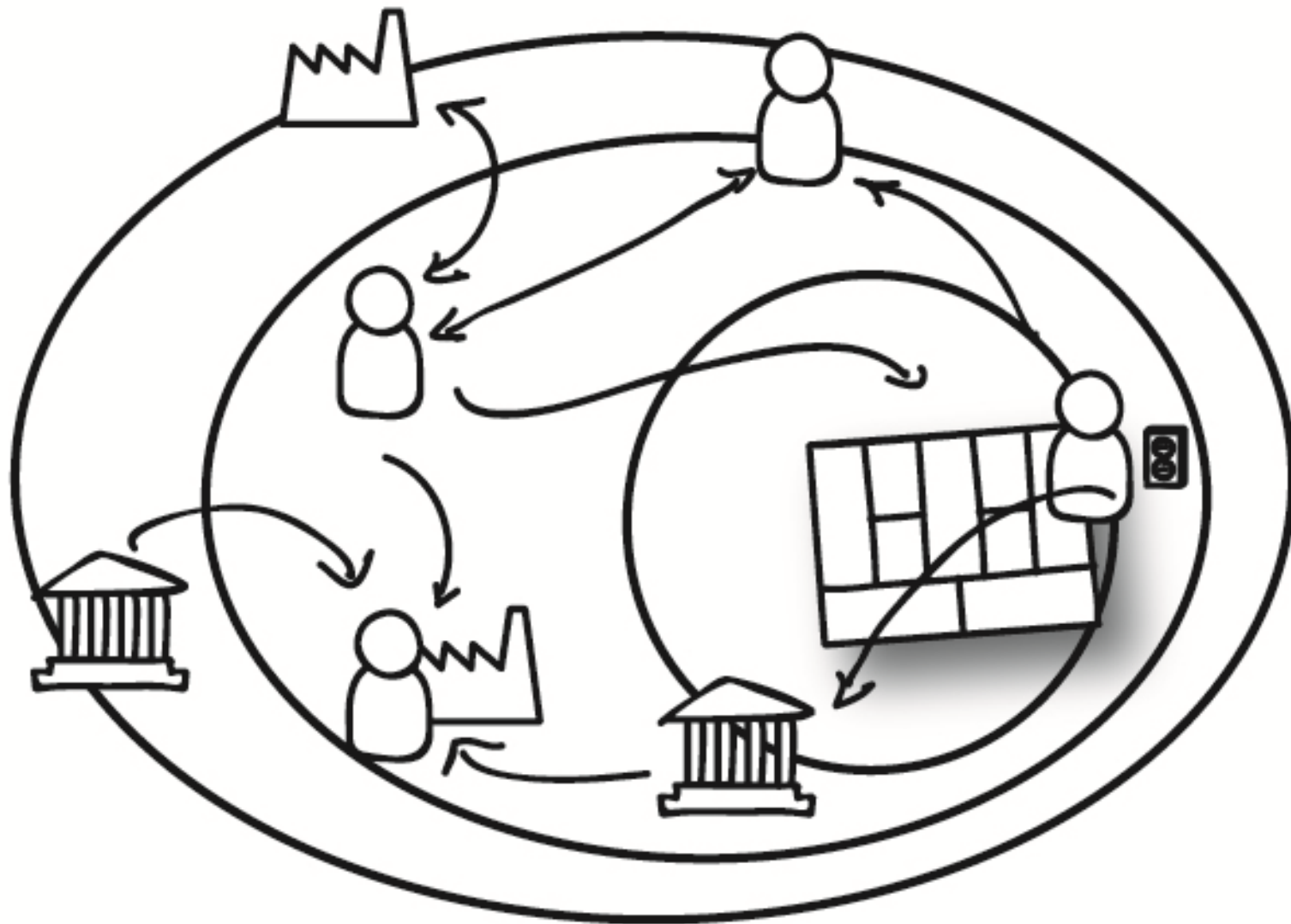
# Too much quality



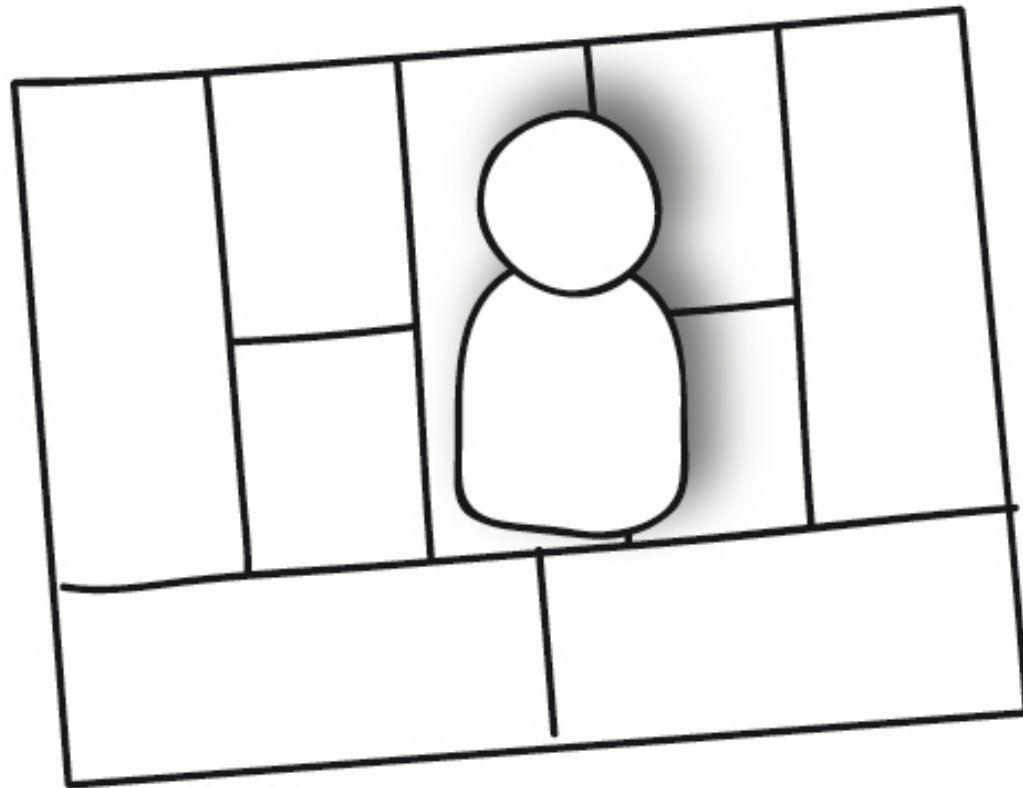
*Energy efficiency as (secondary) outcome of solution*



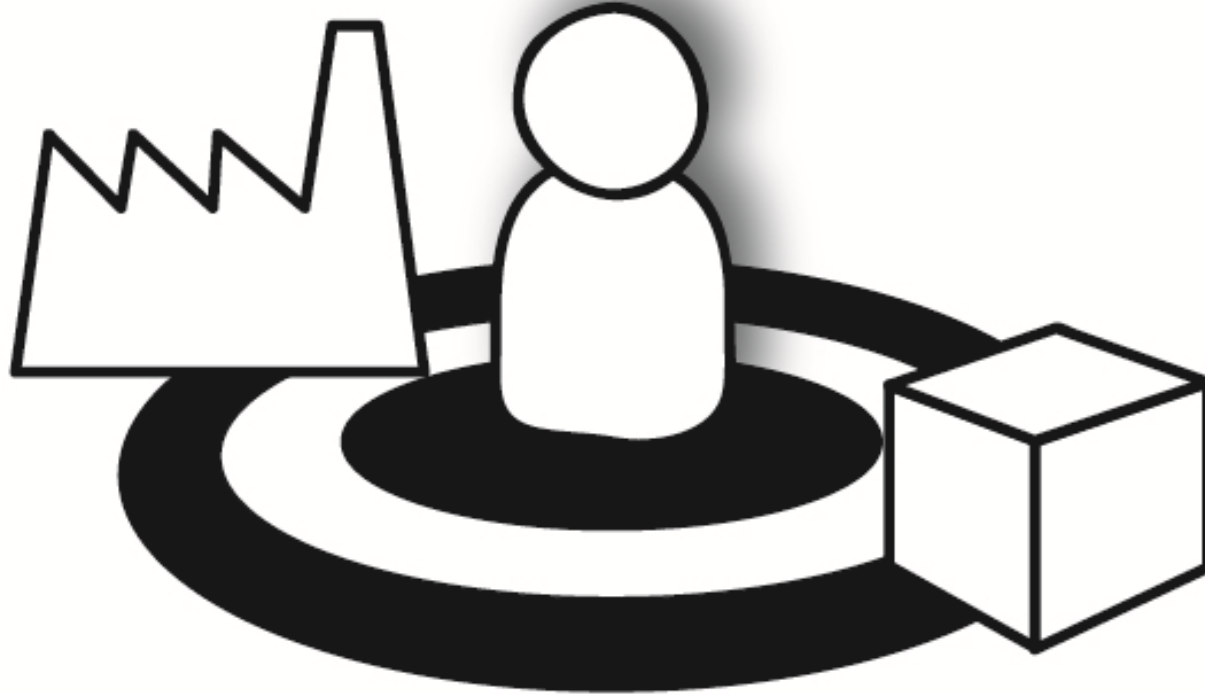
# *Effective implementation of EE: aligning value*



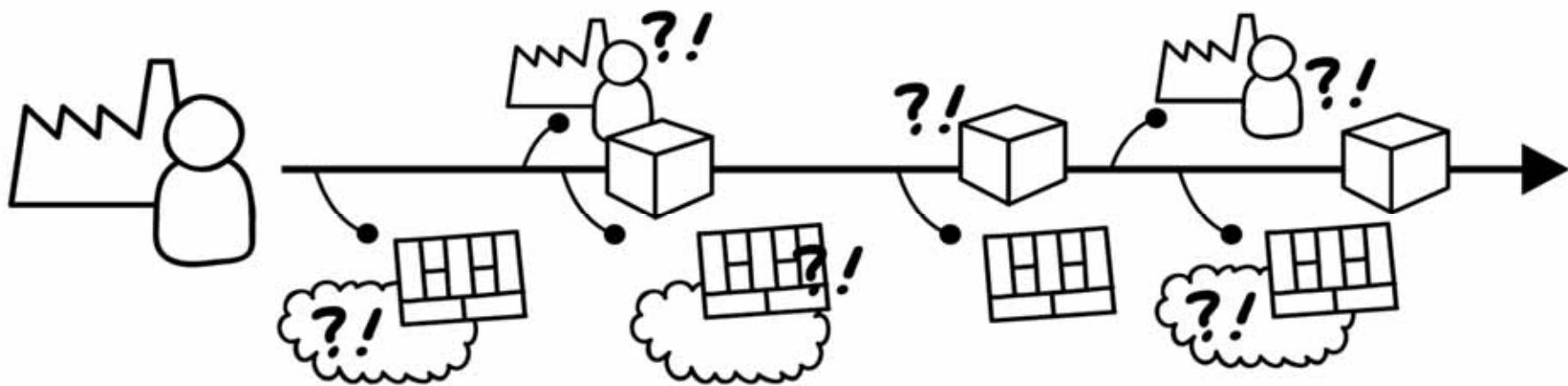
# *Effective implementation of EE: user centred business model design*



*Effective implementation of EE: working with or around ecosystem*



# *Effective implementation of EE: entrepreneurial journey (skills and Learning)*







## *We are witnessing a system transition*

From

- Ownership, products, outputs, elements, suppliers and transactions

To

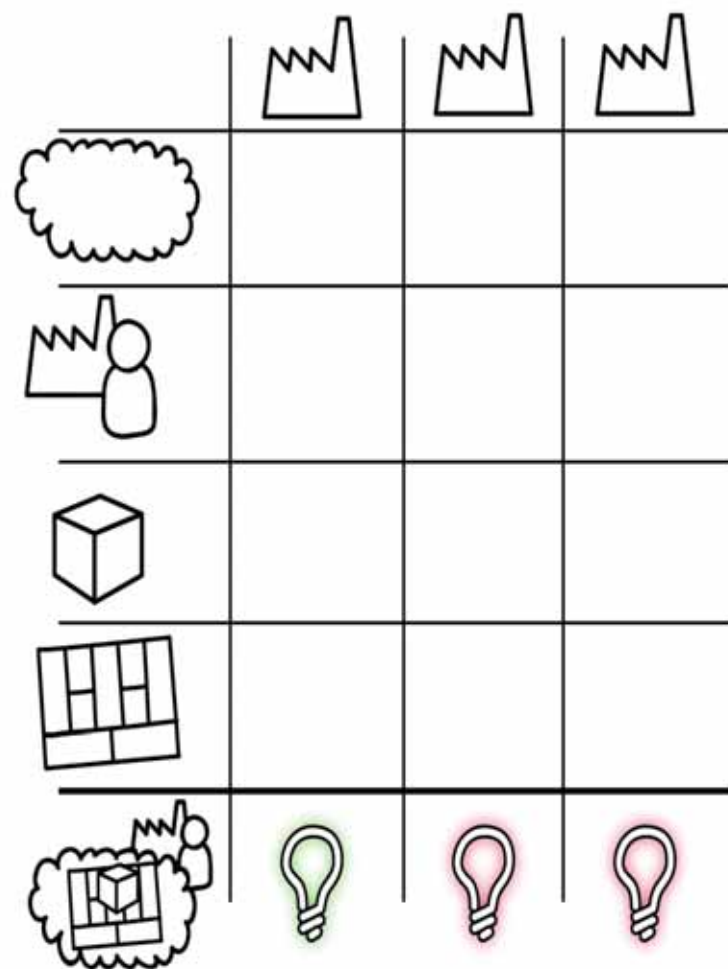
- Services, solutions, outcomes, relationships, network partners and ecosystems

Energy services are not a goal but a package or delivery mechanism for EE

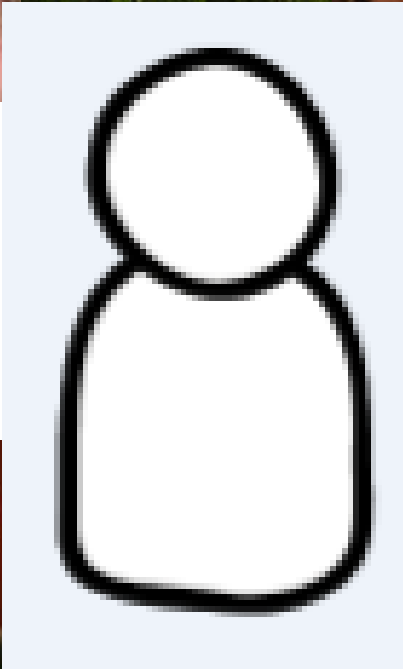
EE outcome (sometimes secondary)

## *What will I we do in this task to I earn from this transition?*

- Making an international inventory of 300+ services
- Identifying & analysing and comparing selection of business models
- SMEs and residential communities
- Understand national ecosystems
- Develop guidelines
- Work together to create shared learning
- Contribute to the growth of the supply and demand market



*Who participates in this IEA DSM task?  
Austria, Sweden, Switzerland and, ECI,  
Netherlands, India*



## *What job are Labels and MEPs hired to do?*

- People don't buy Labels or MEPs
- Labels and MEPs part of solution package for a problem or need
- They visualise value of intervention
- Labels are a perfect support tool in a change from focus on providing a service instead of ownership (Lighting)
- Labels and MEPs fit really well in no cure no pay services
- Issue of distribution of costs and risks...
- Need to focus on monitoring of performance of soft values

# Any Questions?

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