



MINUTES

26 - 27 March 2015
Cape Town, South Africa

45th Executive Committee Meeting

IEA Demand Side Management Energy Technology Initiative

Contents

1. GENERAL BUSINESS	4
Welcome	4
Pre-Meeting Information.....	4
Adoption of the Agenda	4
Approval of the Minutes from the 44th Executive Committee Meeting	4
Addition of a glossary to the Minutes	4
Status of the Agreement	4
IEA Secretariat News	4
Attendance of Efficiency One as an Observer.....	5
Contacts with interested countries	6
Contacts with possible Sponsors	6
ETI relations, BCG and ECG	7
Project Preparatory Committee (PPC) report.....	7
Conference at the Cape Peninsula University of Technology in Cape Town, South Africa.....	8
2. OPERATING AGENTS MEETING	8
3. EXTENSION OF WORK AND NEW WORK.....	8
DSM University	8
Marketing Winners, selling super efficiency with sport	10
The Multiple Benefits of Energy Efficiency.....	12
Big Data and Energy Efficiency – a research area for the DSM Energy Technology Initiative	14
4. CURRENT TASKS – LOAD SHAPE CLUSTER	16
Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages – Phase 3 – Task Status Report.	16
Task 24 – Closing the Loop - Behaviour Change in DSM: From Theory to Practice.....	17
5. CURRENT TASKS – LOAD LEVEL CLUSTER	19
Task 16 – Competitive Energy Services (Innovative Energy Services)	19
Task 16 - Competitive Energy Services - Extension proposal - Phase 4	20
Task 25 – Business models for a more effective market uptake of DSM Energy Services.....	20
6. PROGRAMME VISIBILITY	22
Programme Visibility Report	22
Annual Report	22
Spotlight Newsletter.....	22
Programme Brochure	23
Key Publications.....	23
Web site – new website	23
Social Media	25
Communications Plan and Dissemination Strategies	26
7. ADMINISTRATIVE MATTERS	26
Task Zero – Running the DSM Energy Technology Initiative	26
2014 Financial Report.....	28

Common Fund Payments	28
Plans for the Forty-Sixth and Forty-Seventh Executive Committee meetings	28
8. OTHER MATTERS	29
9. ACTION ITEMS RESULTING FROM THE FORTY FIFTH EXCO MEETING	30
10. ATTACHMENT A.....	32
Participants.....	32
11. ATTACHMENT B	41
Agenda.....	41
12. ATTACHMENT C	45
Glossary	45
13. ATTACHMENT D	47
Participation Table	47
14. ATTACHMENT E.....	48
New Task: Multiple Benefits in Action (Operationalizing MBs for DSM applications)	48
APPENDIX 1	51
APPENDIX 2 (From the preparation of the strategic work plan).....	52
15. ATTACHMENT F.....	53
Matters for the Executive Committee	53

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1. GENERAL BUSINESS

Welcome

The meeting was opened by Nicolaas Beute, who welcomed the participants to Cape Town, South Africa on behalf of the Cape Peninsula University of Technology, the host for the meeting together with Barry Bredenkamp, SANEDI, South Africa who was unable to attend the meeting. Mathilda du Preez, SANEDI, attended the meeting in the absence of Barry Bredenkamp. Rob Kool, Executive Committee Chairman welcomed Sarah Mitchell, Efficiency One, Nova Scotia, Canada, who attended as an Observer.

Belgium, India, Italy, Spain, UK, the Regulatory Assistance project (RAP) and the European Copper Institute were unable to attend the meeting. Italy, the UK and the European Copper Institute sent their views and votes by e-mail prior to the meeting. See Attachment (F).

The participants are listed in Attachment (A).

Pre-Meeting Information

Anne Bengtson, the Executive Secretary, provided via e-mail to all members, a pre-meeting document (PMD) containing material associated with the Executive Committee meeting.

Adoption of the Agenda

The Agenda was reviewed and approved as shown in Attachment (B).

Approval of the Minutes from the 44th Executive Committee Meeting

The Minutes from the 44th Executive Committee Meeting were distributed earlier and were approved at the meeting. It was noted that there had been some correspondence between the Italian ExCo representative and the ExCo Chair and others on the Committee regarding the wording under the Task 24 report. Following discussion by the ExCo, a revised statement and corresponding decision are recorded in these minutes under section 4 (page18).

Addition of a glossary to the Minutes

The Executive Committee members decided to add a glossary to all future Minutes, to explain the numerous abbreviations of the Implementing Agreement, other IAs, organisations and working groups. See Attachment (C).

Status of the Agreement

In September 2014 the EUWP recommended that CERT approve an additional extension of this ETI from 1 March 2016 to 28 February 2019. The CERT met on 18 -19 November 2014 and approved the extension.

IEA Secretariat News

Rob Kool welcomed Tyler Bryant, the new IEA DSM Energy Technology Initiative (ETI) Desk Officer on behalf of the Executive Committee. The members were very pleased to have the Desk Officer present during the meeting.

An IEA Secretariat overview report of current and future energy efficiency projects was provided by the IEA Secretariat for the Executive Committee meeting and was included in the Pre-Meeting Document. See pages 13 - 17 in the PMD. Tyler briefly went through some of the projects from the overview.

Tyler Bryant informed Executive Committee members that the IEA is changing the name of Implementing Agreements into Energy Technology Initiatives – ETI's. The IEA wishes that each ETI gets targeted exposure through the IEA website during one week a year. It was agreed that once the new IEA DSM website is launched, it would be a good idea to set a date with the IEA as soon as possible for such exposure.

Tyler also informed the Executive Committee members that Ms. Maria van der Hoeven, the present IEA Executive Director, will be replaced by Mr. Fatih Birol in May 2015.

Mr. Daniele Poponi, ETP Project Manager, from the IEA Energy Technology and Policy Division presented the Energy Technology Perspectives Programme 2015-2017 in the form of a webinar during the meeting. The Energy Technologies Perspectives book 2015, focussing on Mobilising Innovation to Accelerate Climate Action will be launched during the first week of May 2015. The 2015 ETP will be disseminated during a road show. The ETP 2016 will focus on Building Sustainable Urban Energy Systems and will link local and national energy policy objectives. Certain connections with Task 24 on “behaviour” were pointed out and Tyler and Daniele were asked to contact those in charge of the chapter on behaviour and connect with the Operating Agent of Task 24. Data collection has started with a planned launch in May 2016.

Potential plans for the ETP 2017 will focus more on Supply-Side Technologies and will take a deeper look into Security & Investment Aspects.

Rob informed the Executive Committee members that the IEA Secretariat is developing a new format for the ETIs Annual Reports in the form of a two pager/Executive Summary of results during the year. Executive Committee members were concerned over the possible reduction of outreach. It was **decided** that the PPC will prepare a proposal on future needs of an extended Annual Report for the DSM ETI, including the purpose, target and cost of the report and present the proposal at the next Executive Committee meeting.

DECISION:

- IEA proposed 2 pager to replace Annual Report: PPC will prepare a proposal on future needs of an extended Annual Report for the DSM ETI, including the purpose, target and cost of the report and present the proposal at the next Executive Committee meeting.

ACTION:

- PPC prepare a proposal on future needs of an extended Annual Report for the DSM ETI, including the purpose, target and cost of the report and present the proposal at the next Executive Committee meeting.

Attendance of Efficiency One as an Observer

Ms Sarah Mitchell, Efficiency One, Nova Scotia, Canada, attended the meeting as an Observer and gave a brief overview of Efficiency One. Efficiency One is interested in joining the IEA DSM Energy Technology Initiative as a sponsor and is especially interested in Task 24 – Closing the Loop - Behaviour Change in DSM: From Theory to Practice. The Executive Committee **approved** that Efficiency One, Nova Scotia, Canada joins the DSM ETI as a sponsor. The Executive Secretary will prepare the necessary paperwork as soon as possible.

DECISION:

- The Executive Committee members approved that Efficiency One, Nova Scotia, Canada joins the DSM ETI as a sponsor.

ACTION:

- Executive Secretary to prepare necessary paperwork for Efficiency One. Nova Scotia, Canada to join the DSM Energy Technology Initiative.

Contacts with interested countries

Contacts with the National Development and Reform Commission (NDRC) China (through Philip Zhang), the Electricity Generating Authority Thailand (EGAT) and SANEDI, South Africa have continued. Despite holding the Executive Committee meeting in South Africa, and earlier confirmation that South Africa is committed to join the DSM ETI, their joining was not formalised during the meeting in Cape Town. Barry Bredenkamp, the South African contact for the past years, was unable to attend the meeting.

Contacts have also been established with Germany.

Contacts with possible Sponsors

Rob Kool informed the Executive Committee members that contacts with the King Abdul-Aziz University, Saudi Arabia and the Kuwait Institute for Scientific Research have been maintained. During the past six months contacts have also been established with Efficiency One, Nova Scotia and IBM (research), Germany.

Rob Kool stated that the IEA requires that all countries invited to participate in the DSM ETI be formally invited and recorded in the Minutes on a regular basis. Therefore, the Executive Committee decided to again formally invite the following countries to join the IEA DSM ETI either as Contracting Parties or Sponsors:

IEA Member countries that are not yet participating in the DSM Energy Technology Initiative:

Australia, Canada, The Czech Republic, Germany, Hungary, Ireland, Poland, Slovakia, and Turkey.

Non-memer countries that participate in other Energy Technology Initiatives:

Russia, South Africa, Mexico, Venezuela, Algeria, Brazil, Peoples Republic of China, Croatia, Egypt, Israel, Lithuania, Ukraine and the United Arab Emirates (UAE).

APEC countries:

Chile, Estonia, Hong Kong, China, Singapore, Kuwait and Thailand

Non-OECD countries:

Saudi Arabia
Serbia

The Executive Committee members renewed their invitation to the above-mentioned countries and/or any entity they may designate, to become Contracting Party to the DSM ETI.

The Executive Committee unanimously:

RESOLVED that the King Abdul-Aziz University, the Kuwait Institute for Scientific Research (KISR), IBM and Efficiency One, Nova Scotia:

- (1) (hereafter 'The Potential Sponsors') be invited to join the Energy Technology Initiative for Co-operation on Technologies and Programmes for Demand-Side Management on the terms as set out below:

If one or more of the Potential Sponsors join the IEA DSM ETI, they will:

- a) Have no greater rights or benefits than Contracting Parties from OECD member countries. No representative of any Sponsor may be designated as Chair or Vice Chair of the IA, nor

vote on the accession of new Sponsors or Contracting Parties or on the election of existing Sponsors or Contracting Parties;

- b) Pay an annual fee of USD 11,000 to the Common Fund
 - c) Be recognized as a Sponsor from the date they sign the IA;
 - d) Be entitled to send a representative and an alternate representative to the twice-yearly Executive Committee meetings of the IEA DSM ETI;
 - e) Have a full single vote in the Executive Committee, equal to that of a Contracting Party on matters pertaining to the IEA DSM ETI Programme of Work. This will enable Sponsors to make proposals for the work Programme, participate in the voting on all topics and all other matters excepting those items defined in item a) above; and
- (2) RESOLVED that Rob Kool, Chairman of the DSM Executive Committee, will expedite and finalise the formal procedures of membership on behalf of the Executive Committee.

DECISION:

- unanimously resolved to invite non-participating countries and sponsors to participate in the DSM Programme (see above list of countries)
- renewed Executive Committee approval of the resolution to invite Sponsors

ACTION:

- maintain contacts with China (NDRC), Saudi Arabia, South Africa (SANEDI), Kuwait (KISR), Thailand (EGAT), IBM and Efficiency One, Nova Scotia, Canada.

ETI relations, BCG and ECG

Rob Kool attended the latest EUWP meeting and IETS ETI meeting. However, Rob did not attend the Buildings Co-ordination Group (BCG) meeting and not the Electricity Coordination Group (ECG) meeting. The ISGAN ETI and the DSM ETI met in Graz, Austria in October 2014 after a workshop that was arranged in conjunction with the 44th Executive Committee meeting to discuss how to improve coordination and information exchange between the two ETI's. It was at that time agreed to start with 2-3 small joint workshops, however the DSM ETI has not heard from the ISGAN ETI in the past 6 months.

Project Preparatory Committee (PPC) report

The Chairman reminded the Executive Committee of their decision to set up a Project Preparatory Committee (PPC) consisting of the Chairman, the Vice-Chairs and the Advisor. The aim of the group is to prepare work prior to Executive Committee meetings to avoid duplicate reporting and solve common problems that Tasks may have.

In the past six months the PPC has had two conference calls to primarily discuss: (1) daily operations; (2) the next two Executive Committee meetings in Cape Town and Beijing; (3) membership; (4) outreach; and (4) the new website. See page 18 in the PMD for details.

The Executive Committee members **approved** the PPC Report.

DECISION:

- The Executive Committee members approved the PPC Report.

Conference at the Cape Peninsula University of Technology in Cape Town, South Africa

The Domestic Use of Energy (DUE) conference took place from 30 March 2015 to 1 April 2015 at the Cape Peninsula University of Technology (CPUT) in Cape Town and was attended by some of the Executive Committee members and Operating Agents who made presentations at the conference. The conference hosted a workshop on mandatory minimum efficiency performance standards (MEPS) and energy efficiency labelling for household appliances. The workshop focussed on the project approach and status of implementation. Other topics covered at the conference included sustainable energy provision; smart control systems, appropriate legislation and its implementation; the role of renewables; and off-grid electricity supply. Papers and workshops were targeted at establishing problem-solving partnerships where suppliers, distributors and users of energy, together with academia, for the speedy provision and effective use of residential energy. Proceedings were provided and presentations from the conference will be soon be available, please see: <http://energyuse.org.za/document-archive/>.

2. OPERATING AGENTS MEETING

The Operating Agents meeting was held on 25 March, prior to the Executive Committee meeting. The two Vice Chairmen, the Visibility Committee Chair, the Advisor, the Executive Committee Secretary, and three Operating Agents were present. The Chairman did not participate due to a delayed flight.

Issues raised during the meeting were:

- There needs to be more feedback between the Operating Agents and Executive Committee members from countries participating in their Task
- Executive Committee members need to provide more feedback to Operating Agents on delivered reports
- Executive Committee members need to follow up on national financial commitments so that operating Agents get paid in a timely manner
- Operating Agents need to give feedback to Executive Committee members on how national experts are performing
- Executive Committee members need to have better and closer contact with their Experts
- Operating Agents need to follow the Policy and Procedural Guidelines of the DSM ETI – Executive Secretary to distribute again to Operating Agents and Executive Committee members

Further, the Executive Committee members were reminded during the Executive Committee meeting that they are the owners of the Tasks and it is their responsibility to suggest and prepare new Tasks.

3. EXTENSION OF WORK AND NEW WORK

DSM University

The Status Update Report for the DSM University was provided on pages 32-46 in the Pre-Meeting Document and was presented by Hans Nilsson, Advisor to the DSM Energy Technology Initiative.

Hans Nilsson started his presentation by saying that the DSM University is developing at a steady pace and largely according to plan making it possible to deliver in a way that creates confidence in

users and interested parties, thanks to the Leonardo Energy webinar platform provided by the European Copper Institute.

The webinars are considered to be the “heartbeat” of the DSM University and have so far attracted over a thousand active participants. The webinars can also be reached through www.dsmu.org and www.dsmuniversity.org

The webinars are divided into 6 themes:

Theme 1: The logic of DSM

Theme 2: Governance (Energy Management)

Theme 3: Energy Efficiency (load level)

Theme 4: Flexibility (load shape)

Theme 5: Integration

Theme 6: Business models

Since February 2014, eleven webinars have been arranged on the following topics:

- ESCo Market Development: A role for Facilitators to play (Task 16 – Jan W. Bleyl)
- ISGAN Annex 2 Spotlight on Demand Management (ISGAN) – Laura Marretta)
- Using Demand Side Management to Support Electricity Grids (Task 15 – David Crossley)
- Best Practices in Designing and Implementing Energy Efficiency Obligation Schemes (Task 22 – David Crossley)
- Impact Evaluation of Energy Efficiency and DSM Programmes (Task 1 Subtask 9 – Harry Vreuls)
- Managing Variability, Uncertainty and Flexibility in Power Grids with High Penetration of Renewables (Lawrence Jones, Alstom)
- Customised, Systemic, Strategic – the way to succeed with energy efficiency in industry (Catherine Cooremans, Business School of Geneva)
- Taking Stock – 40 years of Industrial Energy Audits (Peter Mallaburn, UCL, UK)
- Behavioural changes are necessary to get the full impact on energy efficiency. What works and what doesn't (Part 1) – (Task 24 Ruth Mourik)
- How to make the best technology even better, BAT becomes BAT+ (Hans Nilsson, Advisor, IEA DSM ETI)
- Capturing the Multiple Benefits of Energy Efficiency (Nina Campbell)

More webinars are already in preparation and will be announced in a rolling 6 months plan in the future. Webinars typically take place during the first week of every month. Guest opportunities will be provided.

During the next six months the web-platform will be further developed to allow the DSM University to manage material in a structured way and provide more formal training material. Contents will be edited and channeled for different target groups and “outlets” will be sought to find those who are willing to make use of the available material.

PRODUCT	STATE
A. Webinars.	Up and running
B. 1. Task reports. 2. WEB-casts to promote Task Reports	1. Available 2. To be tested
C: Issue reports. Such could be derivate from the Task report	Should preferably be a spin-off from webinars
D. Summaries. There should be (a) Task report summaries and (b) theme summaries (1-2 pagers).	Some (a) are available on our web-page
E. Blogs. Should be developed to make a more popular presentation that also laymen can use and be used to attract interest for coming webinars	Some are available on our web-page
F. Key messages. Shorter appeals to target audiences	Should be considered by the PPC
G. E-learning. The setting for a more formal education. We should eventually be able to deliver courses for more or less formal training	Future opportunity
H. Expert advice. Anyone who have a problem related to DSM should be able to contact us and we will search for an expert	Should be considered in relation to webinars
I. DSM-U Café. We should have the opportunity for chatting and discussions like we have today on Facebook and LinkedIn. This café should also be used in developing concepts for Tasks with webinars that appeals to find new participants.	The forums for the DSM-U café is available, but needs to be 'activated'.
J. Glossary. Noblesse oblige. IEA DSM should provide clear definitions for DSM terms in order to help frame the DSM debate.	System available. First terms defined.
K. DSM Community of Practice. Around the webinars, we intend to gradually build a community of practice of DSM practitioners.	For 2015. But registrations for the various webinars are collected in a DSMU mailing list

The DSM University will be more actively promoted on Facebook and LinkedIn.

The Executive Committee members **approved** the Status Report.

It was decided to move forward according to plan.

DECISION:

The Executive Committee:

- approved the Status Report
- decided to move forward as proposed above

ACTION:

- Hans De Keulenaer and Hans Nilsson should move forward with the DSM University as proposed

Marketing Winners, selling super efficiency with sport

The concept paper for Marketing Winners, selling super efficiency with sport was provided on pages 19 – 22 in the Pre-Meeting Document and was presented by Verney Ryan, Element Consulting Ltd., New Zealand.

Verney Ryan started his presentation by saying that there is direct relevance & synergy between the All Blacks and the IEA DSM Energy Technology Initiative:

- Efficiency: It's about getting the most out of that engine for the full 80 minutes;
- Smarter Systems: Better decisions, smarter responses, calculated adjustments
- Teamwork: An assembly of parts put together in a way to make them the most efficient possible, no expenditure is wasted

Further, Verney said a new Task (or extension of Task 7) under the IEA DSM Energy Technology Initiative would coordinate a three year global campaign utilising the All Blacks (NZ) Rugby team to raise awareness and develop the brand of super efficiency linked to one of the world's highest achieving sporting teams. This global campaign would be localised to each individual country – and used to promote the specific brand, label or approach specific to that market (e.g. Energy Star in the United States, Top Runner in Japan or Germany, EU A+++ energy label in Denmark or Sweden).

The core of the campaign could be focussed on a an advertisement showing the grit and determination of the All Blacks in a gruelling game of rugby where lead players cleverly watch the play and conserve their energy until just the right moment, just the right time – where it is used wisely to achieve the 'win'. This would be supported by additional marketing collateral including website campaigns, print media and point of sale information.

Benefits would be: (1) Heightened consumer awareness of energy efficiency and a positive value driven association with 'winning' through efficiency: (2) Increased demand and desire for the most efficient products (with bragging rights for consumers): (3) Increased consumer awareness of government support including the branding, logos and collateral in each country (e.g. heightened awareness and understanding of energy labels, their value and purpose): (4) Efficiency labelling schemes currently imposed on manufacturers will be more warmly welcomed by industry with qualifying products (because this campaign supports and drives sales of those products); (5) A high impact campaign that drives consumer pull will be met by increased competition amongst manufacturers to achieve 'super-efficient' status (hence driving industry research and development in better efficiency); (6) A coordinated campaign shares costs between each participating country – purchasing the rights to use a leading global sports team at a fraction of the shared cost; (7) Global coverage using similar marketing collateral increases the depth and impact of the campaign (seen around the world); and (8) The work directly answers and addresses The IEA's four main areas of focus – namely energy security, economic development, environmental awareness, and engagement worldwide.

Phases of the project

Phase 1: Coordinating approach, seeking funding, overall feasibility (currently underway)

Phase 2: Development of core concept and marketing/branding plan for sports efficiency concept (concept and brand image would be associated with country specific efficiency labelling e.g. 'Energy Star' peak efficiency products etc. This will require input at the IEA and country expert level and with assistance from the consumer products industry.

Phase 3: Planning and executing the marketing approach with product branding tie in (suggest a global advertisement based on video for TV, Film, online audiences that associates the efficient brand with the efficient winners on the field)

Phase 4: Research and evaluation of initial market approach and further evolution of concept (market research and evaluation to test effectiveness and seek feedback from sponsors/stakeholders). This feedback loop helps to evolve the concept over the planned three-year period. Government agencies may be best placed to undertake this research as part of their existing evaluation of energy efficiency approaches – or this could be developed as a stand-alone piece of research coordinated at an international level through participating countries.

Phase 5: On-going marketing and brand development – evolving the plan to move forward as an on-going campaign with revised and refreshed marketing approaches delivered annually.

Executive Committee member comments/remarks included:

- Like the idea of linking sport with energy efficiency but sceptical regarding how well All Blacks will work in the non-Rugby world and other (competing) Rugby countries.
- May not work well globally e.g. in Scandinavia, skiing etc. would work better. So, concept may not work because All Blacks not necessarily right in all countries.
- The research element of the proposed Task is “a bit thin”. How could the approach be used by other countries? There may be a better approach.
- Use of sports in campaigns are well used on T.V. around the world, however there is usually a large company behind campaigns rather than countries. Could possibly link to country level campaigns such as climate change.
- Interesting concept, there are similar campaigns for health for example.
- R&D aspects not well enough developed
- State funding can't be used to support specific companies in the market
- This proposal is more about doing than researching – what kind of communication channels is the proposal thinking of and how do they become country-specific
- May be a problem funding budgets for campaigns (at government level)

Verney's response: Understand the scepticism but the idea is less about Rugby and more about the parallel with using energy “super wisely”. The proposal is not promoting specific products but promoting the energy label in specific countries. Evidence from Task 7 points towards a need in the area of promoting energy labels (and therefore standards).

In general the Executive Committee members found the idea interesting but struggled with how the concept could be given local relevance (in particular where rugby was not a very significant sport).

The New Zealand Executive Committee member should try to find a way to develop the concept further together with the Austrian and the U.S Executive Committee members. Some countries expressed interest in a developed variation of the idea. See country comments above.

DECISION:

- New Zealand should try to find a way to develop the concept in contact with the Austrian and the U.S. Executive Committee members.

ACTION:

- New Zealand should try to find a way to develop the concept in contact with the Austrian and the U.S Executive Committee members.

The Multiple Benefits of Energy Efficiency

The concept paper for the Multiple Benefits of Energy Efficiency was provided on pages 23 – 29 in the Pre-Meeting Document and was presented by Hans Nilsson, Advisor IEA DSM ETI. An updated draft was distributed on 23 March but did not reach its recipients so the draft was re-distributed during the meeting. See Attachment (E). The concept paper was partly assembled by the IETS Energy Technology Initiative.

Hans Nilsson started his presentation by saying that the IEA Secretariat publication on Multiple Benefits, sometimes called “Non Energy Benefits” (NEB), is ground-breaking work and must now be taken further in two respects in order to make MBs operational and applied in Demand Side Management, DSM, activities:

- a) Deepening the knowledge about issues and actors concerned and do so in a way that takes into consideration different applications in different countries and different planning environments. This to make MBs relevant for applications locally
- b) Actual quantification that also has to take into consideration the difficulties of multiple actors and the fact that benefits may not show on the balance sheet of the investor.

The evidence is to a large extent available but needs to be gathered and structured, e.g. within the IEA Energy Technology Initiatives, and to be transformed and made available for planning and executions, e.g. within the IEA DSM Energy Technology Initiative.

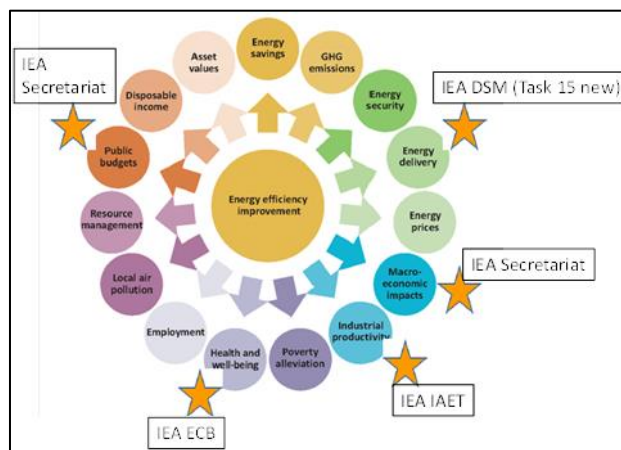
The objectives of the proposed “Joint Annex” are the following:

- **Analytical toolbox.** The first main objective is to provide businesses’ internal staff (energy managers, facility managers) as well as the external consultants advising them and public programmers, with an analytical tool to be used upstream to better identifying and assessing the MBs.
- **Database.** The second main joint annex objective is to provide practitioners and policy-makers with a data base, which will contain data collected worldwide (at least in all IEA member countries).
- **Communication tool.** The third main joint annex objective is to provide businesses’ internal staff, consultants advising them and public programmers with a communication tool, to be used to present MBs in a common and convincing way to decision-makers.
- **Dissemination.** The fourth main objective is to actively disseminate information to policy-makers on MBs and on their contribution to activate the untapped potential of energy efficiency.

The DSM Energy Technology Initiative is well situated to take on the supervisory Task “Multiple Benefits in Action” and to do so in co-operation with other relevant IEA Energy Technology Initiatives.

Suggested actions are:

1. Set up a “supervisory” Task in collaboration with the IEA Secretariat and outline a work plan that defines a) priorities to develop actions to fill in the blanks in the MB structure, and b) the sharing of work within and among the IEA ETIs.
2. “Outsourcing” of subtasks to ETIs making use of their particular knowledge of e.g. industries, municipalities, buildings etc.
3. Close collaboration with these ETIs to ensure that the material can be used in a framework (a tool-box) that allows application for operational purposes both for the concerned “sector” and for overall planning and policy-design
4. Develop an institutional setting for distributing the results, train staff to use MBs in practice, gather cases and further develop the concept
5. DSM activities are carried out on different levels for different purposes, see appendix 2 in the PMD. The supervisory Task will have to identify the most relevant and design the tool-box accordingly
6. Create a first case as a joint Task together with IETS Industrial Energy-Related Technologies and Systems (<http://www.iea-industry.org/>)
7. Cases and other collaborations are indicated in the figure below based on the webinar provided by Nina Campbell within the IEA DSM University (<http://www.leonardo-academy.org/course/details.php?id=311>)



The overall work should cover all aspects of MBs as laid down in “Capturing the Multiple Benefits of Energy Efficiency”:

- Macroeconomic. (Economic development, employment, energy price changes, trade balance are mentioned. For DSM energy price-changes are of importance for the planning/regulation/market design and employment is for advocating programmes)
- Public budget (Several of the issues are complicated and not crucial for DSM planning but since some programmes have an impact on, or are dependent on, tax structures and tax spending there is a need to cover some aspects)
- Health and well-being (In particular indoor climate is an important factor where collaboration can be sought also from other ETIs. A particular problem here is the “split incentive” since investors seldom reap the benefits)
- Industrial sector (In the same way as above collaboration should be sought with other ETIs. Here the incentive cases are simpler)
- Energy delivery (The IEA DSM ETI has already covered the EEOs in Task 22. There are however some aspects that need further investigation e.g. energy security and the possible monetisation thereof)

The Executive Committee members decided to start Task 26 “Multiple Benefits for Energy Efficiency” in order to find ways to operationalize so called “Non-Energy Benefits” to be used in DSM work. This work should be developed in collaboration with other ETIs and also make use of existing DSM Tasks.

The IETS ETI will make a similar presentation at their next Executive Committee meeting in May 2015.

Catherine Cooremans, University of Geneva, Institute for Environmental Studies, Switzerland was appointed Operating Agent for Task 26.

A detailed proposal should be presented for decision at the next Executive Committee meeting and a 2-pager proposal update should be distributed to Executive Committee members in June 2015. Action: Rob Kool, Hans Nilsson and Maja Dahlgren.

DECISION:

- Start Task 26 “Multiple Benefits for Energy Efficiency”
- Appointed Catherine Cooremans as Operating Agent for Task 26
- A detailed proposal should be presented for decision at the next Executive Committee meeting and a 2-pager proposal update should be distributed to members in June. Action: Rob Kool, Hans Nilsson. Maja Dahlgren.

ACTION:

- Start Task 26 “Multiple Benefits for Energy Efficiency”
- Develop a detailed proposal which should be presented for decision at the next Executive Committee meeting
- 2-page proposal update should be distributed to members in June.

Big Data and Energy Efficiency – a research area for the DSM Energy Technology Initiative

The concept paper for Big Data and Energy Efficiency was provided on pages 30– 31 in the Pre-Meeting Document and was presented by Harry Vreuls, Netherlands Enterprise Agency.

At the 44th Executive Committee meeting members discussed topics for future work. One of the topics was Big Data. Harry started his presentation by saying that Big Data is a container concept and is determined by the 3 V's:

- Volume: large number of data
- Varsity: data related to very different topics
- Velocity: quick availability of data

Big Data is often the combination of data from different sources as well as the use of data for other purposes than those that the data were collected for. One cause of concern in the Big Data community is uneasiness about sharing data. Privacy is one obvious obstacle.

Big Data is an enormous opportunity for making energy-efficiency savings. People do not seem to adopt efficient technologies that appear financially attractive. One of the commonly cited reasons is that information about how to save energy is hard or time consuming to collect, or that the efficient devices are difficult to use. The use of improved metering information on processes as well as the combination with other (big) data in industrial companies can generate information to be used by the management to improve energy efficiency.

The data 'explosion' in energy created a new potential for evaluation, measurement and verification of energy efficiency programmes. The data can be used to get quicker and cheaper answers on the impact of policies; more accurate savings estimates; and allow new kinds of analysis.

Harry asked the Executive Committee members the following questions:

1. Decide whether Big Data is a topic the DSM Energy Technology Initiative wants to deal with
2. If Big Data is a relevant topic, decide on the focus for one or more Big Data topics, e.g.
 - a. Tools to improve the knowledge of real time energy use in companies and organisations; e.g. Changing energy management systems
 - b. Use of big data for improved evaluation, monitoring and verification of EE programs
 - c. Big data as a tool to improve the customer relationship of the energy providing company/utility
 - d. Big data as a tool for network operators for smarter operation of the grid
 - e. Others?
3. Decide whether the selected topic(s) should be handled as
 - a. A new subtask within an existing Task
 - b. A new Task

Several participating countries thought the work should go forward and be carried out in a new Task. Tyler Bryant mentioned that the IEA is looking at Big Data in connection with Demand Response together with Eurelectric.

The Executive Committee members **decided** that Harry and Matthias Stifter should work together to develop the concept further and present at the next Executive Committee meeting.

DECISION:

- The Executive Committee members decided that Harry and Matthias Stifter should work together to develop the concept paper on Big Data further and present at the next Executive Committee meeting.

ACTION:

- Harry and Matthias Stifter should work together to develop the concept paper on Big Data further and present at the next Executive Committee meeting.

4. CURRENT TASKS – LOAD SHAPE CLUSTER

Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages – Phase 3 – Task Status Report.

The Task Status Report for Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages was provided on pages 47 – 50 in the Pre-Meeting Document and was presented by René Kamphuis, TNO, the Netherlands,

Réne started his presentation by reminding the Executive Committee members that Phase 3 of the DSM IA Task 17 will address the current role and potential of flexibility in electricity demand and supply of systems of energy consuming/producing processes in buildings (residential, commercial and industrial) equipped with DER (Electric Vehicles, PV, storage, heat pumps, ...) and their impacts on the grid and markets. The interdependence between the physical infrastructure of the grid and the market side will also be looked upon. The scalability and applicability of conducted and ongoing projects with respect to specific regional differences and requirements will be explored (see <http://www.leadsm.org/ViewTask.aspx?ID=16&Task=17&Sort=0>).

Objectives for the last six months and progress towards the objectives include:

- Subtask 10 – Role and potentials of flexible consumers:
Progress towards the Subtask objectives include: (1) a delivery document structure has been proposed by the OAs and will be discussed at a web meeting and the final discussion will take place at the next experts meeting in June 2015.
- Subtask 11 – Changes and Impacts on grid and market operation:
Progress towards the Subtask objectives include: (1) the Subtask started and input from the Experts, studies and workshop were analyzed by the participants.
- Subtask 12 – Sharing experiences and finding best practices:
Progress towards the Subtask objectives include: (1) important and representative projects have been collected from Experts presentations and input; and (2) the selected pilot projects will be used for the analysis part of the deliverable for Subtask 10.

In the past six months the Task has participated in two workshops which produced the following two reports: (1) IEA Networking Workshop on “Electricity of the Future – RES – SG and Active Customers – published by the Austrian Ministry; and (2) IEA EGRD workshop on “The Role of Storage in Energy System Flexibility” published by the EGRD office.

The Task held a web-conference with Task Experts and also held an Experts meeting in Leiden, the Netherlands. No Task reports have been produced.

Objectives for the next six months include:

Subtask 10 – Role and potentials of flexible consumers: (1) Subtask 10 report on the “Current Role and Potentials of Flexible Consumers and Producers in Commercial Segments, Households, Communities and Buildings” will be produced.

Subtask 11 – Changes and Impacts on grid and market operation: (1) discussion and preparation of the Subtask deliverable “Financial and maturity assessment of technologies for aggregating DG-RES; DR and electricity storage systems.

Subtask 12 – Sharing experiences and finding best practices: (1) update and analyses projects.

A third Experts meeting will be held on 29 June in the Netherlands in conjunction with the IEEE Power Tech Conference and a Panel Session on Demand Response.

The participating Executive Committee members **approved** the Task Status Report.

DECISION:

- The Executive Committee members approved the Task Status Report

Task 24 – Closing the Loop - Behaviour Change in DSM: From Theory to Practice

The Task 24 Status Report on Closing the Loop - Behaviour Change in DSM: From Theory to Practice was provided on pages 61 - 66 in the Pre-Meeting Document and was presented by Sea Rotmann, New Zealand.

Sea Rotmann started her presentation by saying that there is no behaviour change ‘silver bullet’, like there is no technological silver bullet that will ensure energy efficient practices. Designing the right programmes and policies that can be measured and evaluated to have achieved lasting behavioural and social norm change is difficult. This Task, and its extension, has helped address these difficulties and has come up with guidelines, recommendations and examples of best (and good) practice and learnings from various cultures and contexts.

Progress against objectives during the past six months include:

Subtask 1 – (1) almost 60 case studies have been collected from 16 countries around the world; (2) the energy experts video has been very well received; (3) the Wiki and the ‘Monster’ Subtask 1 report are living documents and will continue to collect case studies which will be added to them during Phase II.

Subtask 2 – (1) the collection of detailed case studies and best practice in four overarching themes are near completion and include an interview with Energy@Home in Italy; and (2) analysis of case studies is nearing completion – ST 2 has been completed in Sweden, the Netherlands, New Zealand, Norway and Switzerland and final edits on Austria’s report are underway. The findings from the interview with Italy will flow into a truncated country-specific Subtask 4 report and Belgium will not get a Subtask 2 report due to lack of a dedicated national expert.

Subtask 3 – (1) the ‘beyond kWh’ methodological review (Deliverable 3) has been completed in kind by researchers at the Universities of California Irvine (USA) and Victoria (NZ) and is currently going through final edits; (2) a detailed review on evaluation has been undertaken and issues discussed at the Oxford and Graz Task 24 workshops where valid expert insights have led to a strong framework for the final positioning paper (Deliverable 3A); and (3) fact sheets for evaluation guidelines on three intervention tools in the building retrofit domain have been finalised (Deliverable 3B); and (4) further fact sheets with relevant Behaviour Changers in other intervention tools in all four domains will be developed in Phase II.

Subtask 4 – (1) all country stories have now been collected; (2) country-specific recommendations have been collected, in part, via stakeholder feedback questionnaires and pulled together into country-specific reports. Subtask 4 reports have been finalised for all countries except Austria, Belgium and Italy, the latter two will receive truncated versions due to limited national expert input.

Subtask 5 – the Experts Platform is continually growing and getting used; (2) new content including presentations, videos and reports have been uploaded; (3) publication and dissemination of Task 24 deliverables has continued, including at international conferences; and (3) the Experts Platform currently contains biographies and details of more than 225 experts, as well as all information from workshops, presentations, reports etc.

Further, during the past six months: (1) two more Spotlight Newsletter articles have been provided; (2) the German Energy Association translated the ESCo Facilitator report into German and published the report; (3) a webinar for the DSM University was prepared and presented; (4) two papers have been written and accepted for the eceee 2015 Summer Study in June; (4) two experts meetings with stakeholders have been held; and (5) 3 conferences/seminars have been attended to present Task 24.

Work planned for the next six months include:

(1) Finalising the 'Monster' and Wiki with remaining case studies and analysis; (2) finalise in-depth case study report for Austria; (3) collect feedback from Executive Committee members/Experts and finalise Subtask 3 reports; (4) finalise country-specific feedback for Austria and Sweden and complete truncated versions for Belgium and Italy; (5) continue expert platform and dissemination efforts for Task 24 extension.

Several Experts' meetings are planned to take place in the next six months as well as two seminars, and planned reports include: (1) DSM University webinar; (2) one more country-specific case study ST2 reports; (3) Monster and Wiki; (4) four more ST4 reports; (5) a Spotlight Newsletter article; and (6) at least one blog for the DSM website.

The Executive Committee members received the Task 24 Phase I final report and thanks was given to the Operating Agents for their work. It was noted that whilst the Belgian and Italian Executive Committee members did everything possible to support the work of Task 24, not all the necessary input to the Task was delivered from the experts in those two countries. As a result there are aspects of the Task outputs that are not available to Belgium and Italy, however, a truncated country report (ST 4) will be provided to each before the end of April.

Phase II – Helping the Behaviour Changers

Phase II of Task 24 will start on 1 April 2015 and the objectives are:

- Engage an international expert network → 'The Experts'
- Develop the top 3 DSM priorities to identify the most (politically, technologically, economically and societally) appropriate DSM themes to focus on → 'The Issues'
- Identify and engage countries' networks in the 5 Behaviour Changers sectors for at least one of the top 3 DSM themes to develop a collective approach → 'The People'
- Use and test a Collective Impact Approach to develop shared methodologies, guidelines and a common 'language' based on narratives to aid Behaviour Changers' decision making of how to choose the best models of understanding behaviour and theories of change (a 'toolbox of interventions') → 'The Tools'
- Standardise how to evaluate behaviour change programmes 'Beyond kWh' → 'The Measures'
- Collate national learnings into an overarching (international) story to understand, compare and contrast the different behaviour change approaches, risks and opportunities and which recommendations can be universally applied → 'The Story'

The Executive Committee members **approved** the Task Status Report.

DECISION:

- Executive Committee members approved the Task Status Report
- Provide truncated country reports (ST4) to Belgium and Italy before the end of April.
- Delay start of Phase II to April 1, 2015 as country input from several countries was delayed to complete Phase I by end of 2014.

ACTION:

- Provide truncated country reports (ST4) to Belgium and Italy before the end of April.

5. CURRENT TASKS – LOAD LEVEL CLUSTER

Task 16 – Competitive Energy Services (Innovative Energy Services)

The Task 16 Status Report on Competitive Energy Services: Innovative Energy Services, Phase 3 – was provided on pages 57 - 63 in the Pre-Meeting Document and was presented by Jan W. Bleyl-Androschin, Energetic Solutions, Austria

Jan W. Bleyl started his presentation by stating that in Task 16 “Innovative Energy Services”, energy service experts and partners from countries around the world have joined forces to advance know-how, experiences and market development of performance-based energy services. Six countries participate in Phase 3: Austria, Belgium, Korea, the Netherlands, Sweden and Switzerland.

Accomplishments during the past six months include:

(1) holding the 17th experts meeting and stakeholder workshop in Seoul, Korea, on 23-24 October, 2014. Main agenda items were discussions of national implementation activities and discussions on current Think Tank topics and dissemination activities; (2) preparation of the 18th experts meeting to be held in France (back to back with the eceee Summer Study June 2015) and stakeholder workshop to be held in Switzerland in the fall of 2015; (3) work continued on “Simplified measurement & verification + quality assurance instruments for energy, water and CO₂ savings. Methodologies and examples. (4) work continued on business models for comprehensive building refurbishment (‘deep retrofit’) in cooperation with IEA ECB Annex 61; (5) further develop an economic investment grade and financing evaluation tool including sensitivity analyses for a deep retrofit application; (6) drafting a Taxonomy paper on energy services to be published in a peer-reviewed journal in cooperation with Linköping University; (7) finalise analyses of Austrian capacity markets; (8) finalised the development of a simplified capacity market DR revenue model for Austria; (9) analyses of end-use sectors in Austria and preparation of a cement industry business case study; (9) a full paper on Economic Feasibility of DR Business Models for publication at Internationale Energiewirtschaftstagung was finalised; (10) coaching of individual national implementation activities has continued; and (11) dissemination and cooperation has continued.

Work planned for the next six months includes:

(1) holding the 18th experts meeting and stakeholder workshop in France, on 30 May – 1 June 2015 (back to back with eceee Summer Study). Main agenda items are discussions of national implementation activities and discussions on current Think Tank topics and dissemination activities; (2) preparation of the 19th experts meeting and stakeholder workshop in Switzerland in the fall 2015; (3) finalise work on “Simplified measurement & verification + quality assurance instruments for energy, water and CO₂ savings. Methodologies and examples. (4) continue work on business models for comprehensive building refurbishment (‘deep retrofit’) in cooperation with IEA ECB Annex 61; (5) submit the Taxonomy paper on energy services to be published in a peer-reviewed journal (either in Renewable & Sustainable Energy Reviews or journal of Cleaner Production) in cooperation with Linköping University; (7) finalise analyses of potential end-use sectors (tertiary sector) in Austria and preparation of a cement industry business case; (8) finalise full paper on Economic feasibility of DR business models for publication at Internationale Energiewirtschaftstagung (IEWT 2015); (9) continue coaching of individual national implementation activities; and (10) dissemination and cooperation will continue.

Task 16 is also interested in more dissemination on an academic level for example through: (1) Energy Policy special issues; (2) IEA DSM books/publications; (3) IEA Secretariat books/publications; and (4) participation in more webinars led by the DSM University and Leonardo Energy.

The participating Executive Committee members **approved** the Task Status Report.

DECISION:

The Executive Committee:

- approved the Task Status Report.

Task 16 - Competitive Energy Services - Extension proposal - Phase 4

The Task 16 Extension, Phase 4 proposal was presented by Jan W. Bleyl-Androschin, Energetic Solutions, Austria.

At the 43rd Executive Committee meeting in Wellington, New Zealand, Jan Bleyl was encouraged by the members to prepare an extension of Task 16.

Jan started his presentation by stating that the extension will continue with the well established structure already available in earlier phases of Task 16.

An extension which should focus on economic and financial aspects of “Deep Retrofit”, business models (including bankable project calculation); Financing of EE-investments (in particular Crowd-funding); A journal paper on taxonomy of energy services; Knowledge transfer to developing countries incl. dissemination via the DSM-University; Simplified M&V (cont’d) and Demand response business models (cont’d) is in preparation. The budget would be 14,5 k€/ year/country (4-5 countries) and continue over a 3-year period.

The Executive Committee members were asked to express their interest in participating in the Task 16, Phase 4 extension:

Country	Vote	Country	Vote
Austria	maybe	Norway	weak maybe
Belgium	maybe	Sweden	no
Finland	no	Switzerland	yes
Korea	strong maybe	Nova Scotia	interested
Netherlands	yes	GIZ	in kind
New Zealand	no		

The Executive Committee members **decided** to give the Operating Agent the mandate to prepare a Task Work Plan and present it at the next Executive Committee meeting.

DECISION:

- The Operating Agent should prepare a Task Work Plan and present at the next Executive Committee meeting.

ACTION:

- Prepare Task 16 Phase 4 Work Plan and present to Executive Committee members
- Operating Agent should try to convert maybe’s to yes’s

Task 25 – Business models for a more effective market uptake of DSM Energy Services

The Task 25 Work Plan and Task Status Report on Business models for a more effective market uptake of DSM Energy Services was provided in the Pre-Meeting Document on pages 64 -68 and was presented by Ruth Mourik, DuneWorks, the Netherlands.

The Task focuses on identifying existing business models and customer approaches providing EE

and DSM services to SMEs and residential communities, analyzing promising effective business models and services, identifying and supporting the creation of national energy ecosystems in which these business models can succeed, provide guidelines to remove barriers and solve problems, and finally working together closely with both national suppliers and clients of business models. The longer term aim of the Task is to contribute to the growth of the supply and demand market for energy efficiency and DSM amongst SMEs and communities in participating countries.

Accomplishments in the last six months include:

Subtask O: (1) Writing work plan, in close cooperation with team (DuneWorks, Ideate, TU/e) and interested countries: in finalising stage, final work plan is available; and (2) Performing a quick scan of country specifics (relevant policy and regulation, research, business models. energy targets etc.). Completed and integrated in work plan. Subtask 1: (1) overall project coordination and management, including contact relationship management is ongoing; (2) attendance at executive Committee meetings, conference and reporting to IEA DSM Executive Committee is ongoing; and (3) set-up of Task Advisory Board of stakeholders (ExCo, IEA, intermediaries from research, industry, government, community sectors is ongoing.

Subtask 2 (1) identifying country specific suppliers, clients and their stakeholder networks and trying to establish national advisory expert networks to continue working with throughout the Task is ongoing; (2) narrowing down the focus of both services, target groups and typology of business models in close cooperation with national experts and other relevant stakeholders has been initiated; (3) clarifying how the different parameters of success of business models and services will relate to each other in the analysis is ongoing; (4) development of task specific typology or categorization of business models and services for EE is ongoing; (5) development of an overview of existing energy service business models in the participating countries; and (6) review of global existing business models and their frameworks/ecosystems with a clear view on quantifying and qualifying effectiveness.

Reports produced in the past six months include: (1) factsheet “Making a business of Smart Grid Energy Efficiency Services”; (2) factsheet Task 25; Spotlight DSM Issue 52 – An introduction to Task 25; and (4) Spotlight DSM Issue 56 – Frist results Task 25.

Objectives for the next six months include:

Subtask 1 Task Management: (1) overall project coordination and management, including contact relationship management; (2) attendance at Executive Committee meetings, conference and reporting to the Executive Committee members; and (3) Set-up Task Advisory Board (AB) of stakeholders (Executive Committee members, IEA, intermediaries from research, industry, government, community sectors).

Subtask 2: Identify proven and potential business models for energy services: (1) in-depth comparative analysis of around 4 similar business models in a different countries and around 12 per country, determining patterns, drivers and pitfalls will be performed; (2) identify key factors that make services (and their vendors) succeed in the participating countries through an in-depth analysis of country specific markets and policies for energy services and their influences on business models; (3) organisation of first country workshops with service providers and clients; and (4) creating a draft report with all the national examples, the best practices and the analysis including useful tips and tricks etc.

Subtask 4 expert platform: (1) Link to existing DSM ETI expert platforms and experts and maintain a section for Task 25.

An Expert’s webinar meeting is planned for May 2015, an informal session will be held in June 2015 at the eceee Summer Study in France and a workshop for national participants will be arranged in September 2015.

Reports planned for the next six months include: (1) literature review user centric design in business models; (2) draft review report Subtask 2, focusing on identifying and analysing best practices in business models for energy services in selected countries, worldwide and targeted to SMEs and

communities: (3) Spotlight issue on results of analysis; and (4) national publications in sectoral journals.

The Executive Committee members **approved** the Task Status Report.

DECISION:

- The Executive Committee members approved the Task Status Report

6. PROGRAMME VISIBILITY

Programme Visibility Report

The Programme Visibility Report was provided on pages 69 - 71 in the Pre-Meeting Document and was presented by Sea Rotmann, SEA – Sustainable Energy Advice Ltd., New Zealand – Visibility Committee Chair.

Sea Rotmann reminded the Executive Committee members that the members of the Visibility Committee are the Chairman, Rob Kool, the Vice-Chairs, Paul Atkins and Andreas Krüger-Enge, Chair of the Visibility Committee Sea Rotmann, the Executive Committee representative Harry Vreuls, the Spotlight Newsletter Editor, Pam Murphy, the Executive Secretary, Anne Bengtson, the webmaster Matt Alexander and the Operating Agent representative Harry Vreuls. The Visibility Committee met prior to the Executive Committee meeting.

Annual Report

The 2014 Annual Report including a Theme Chapter on Latest DSM Developments in Participants Countries was made available electronically to Executive Committee members, Operating Agents, the EUWP and EEWP on 28 January 2015 and uploaded to the DSM website. Hard copies (250) were sent out in March 2015. Executive Committee members should ensure that copies are widely distributed to all interested parties.

It was suggested by some of the Executive Committee members and Operating Agents that the number of produced hard copies of the annual report should be reduced. Member countries have different requirements for the number of hard copy reports they receive and a decision regarding the total print-run for 2016 will be made following feedback from the membership. Additionally, the quality of the print-run for the 2015 report was questioned and this will be addressed prior to future print jobs being commissioned.

Spotlight Newsletter

In the past six months two issues of the Spotlight Newsletter (Issues 55 and 56) have been published and posted on the IEA DSM website and distributed electronically. Executive Committee members were reminded that the Spotlight Newsletter should be distributed widely, especially in electronic form.

It is currently not designed for printing from desktop printers, only for professional printing, and for this reason and, to reduce paper and energy waste, should be sent electronically. The Spotlight Newsletter can be re-designed to be printed from desktop printers but the Visibility Committee would need to agree if this is necessary and a good use of resources.

The next issue of the Spotlight Newsletter will be distributed in June 2015. Four issues of the Spotlight Newsletter are scheduled for 2015. However, this is only possible if everybody contributes. Sea stated that the IEA DSM Energy Technology Initiative (ETI) has tremendous news to share so please continue to think about, suggest and submit future articles to the Spotlight Editor Pam Murphy pmurphy@kmgrp.net

The next dates for submission to the Spotlight Newsletter issues are:
Issue 57/June 2015 - articles due 10 May 2015
Issue 58/September 2015 – articles due 10 August 2015
Issue 59/December 2015 – articles due 10 November 2015

Programme Brochure

The DSM Brochure is the DSM Programme’s main PR document and is designed to last 3-5 years. The brochure has been available for about 5 years now and will be re-designed with the new logo and branding once the Visibility Committee has decided on any textual changes from the old brochure folder. The brochure has been used in various forums, with great success. The brochure is designed as a folder so that Executive Committee members and Operating Agents can add inserts, especially updated Task Flyers, as appropriate.

Sea pointed out that the flyers are continuously updated and that it is important to visit the website flyer section to make sure that the latest version of the flyers are inserted into the brochure pocket at the time of dissemination at a conference or seminar. The main inserts and Task flyers were last updated in March 2015. There is a problem when printing them from a desktop printer, rather than professionally, due to colour management, readability and margins.

The Visibility Committee Chair offered to do some research into better, cheap but professional printing options to avoid such issues in the future. It would be a shame to lose impact of the new, cleaner design and branding due to print quality issues. She will work with the DSM Secretary on what needs to be printed, when and in what amounts to get a good quote from a New Zealand print company for the Visibility Committee to consider. The current printer in the US can also bid for this quote but would need to guarantee that quality issues are being addressed first.

During 2015, mocked-up (i.e. not the final version as we need to decide on the text that goes into the new brochure folders) brochures have been distributed to 130 attendees at the Domestic Use of Energy (DUE) conference at the Cape Peninsula University of Technology in Cape Town, South Africa. They included all relevant updated Task Flyers.

Key Publications

During the past six months key publications that have been added to the website are:

[Task 20: Report on Best Practices in Branding of Energy Efficiency - September 2014](#)
[Task 20: Report on Case Studies in Branding of Energy Efficiency - September 2014](#)

Executive Committee members and Operating Agents are reminded that it is up to them to nominate publications to become “key” to the Visibility Committee Chair, Sea Rotmann.

Web site – new website

Sea Rotmann reported that the new website is delayed and is now expected to go live on 1 July 2015. Sea walked the Executive Committee members through the new website and presented a schedule on how to finalise the remaining work (in agreement with the Visibility Committee).

For the Executive Committee, some time lines:

Milestone	Who delivers it	By when	Notes
Technical part completed	WeberWeb	May 31	Could be sooner
Functionality of website tested	Visibility Committee WeberWeb	Mid April May 15	End date to implement any changes
Training of Anne, Sea to start content edits	WeberWeb	April 6 - 13	We can start editing some content whilst website is being <u>finalised</u> . Anne gets extra admin training
Content <u>clean-up</u> complete	WeberWeb , Sea, Anne	April 30	Everything we want there from old site is in the right place
Re-writing some content	Hans, Rob, Sea	May 31	There won't be much but some things, e.g. strategic plan need Exec Summary
Training Executive Committee and OAs	WeberWeb	May 15	To show everyone how easy it is to make changes now & upload <u>etc</u>
Adding new content	OAs, Executive Committee	June 30	New reports, flyers, task blurb, visual content etc.
Go live	WeberWeb	July 1	The contract gets paid after technical part is complete but WeberWeb will go live when we finish our content work

The agreed upon order of priorities before the launch for the website are:

Priority #1: Operating Agents from Current Tasks should update visual content, add all new reports, re-write synopsis etc., add events to calendar, update flyer and write one blog.

Priority #2: Completed Tasks – use Hans Nilsson's report, which includes links to all reports in table format as a placeholder.

Priority #3: News, Spotlight Newsletters, Blog, Executive Committee members to add events to Calendar

Priority #4: Social Media (YouTube, Slide Share, Twitter, Facebook and LinkedIn groups) – all ExCo and Operating Agents who use social media to add content.

Priority #5: Old Tasks, put up site for each completed Task with at least synopsis of main findings and all reports.

Sea stated that the most important question is who are the users of our website and what are they looking for the most. Making the website look and feel more modern and less cluttered (and more easy to use and find/edit things), needs to be presented in the context for our audience. Some analysis of our current visitors, which pages they spend most time on, which reports they download etc., would be very prudent to ensure our new website addresses our target audience.

Recommendations from the Visibility Committee Chair to Executive Committee members and Operating Agents on how to get a good website include:

1. Give users a reason to visit regularly by (1) frequent updates of quality information to bring in users and encourage them to return: (2) scheduling updates at regular intervals (weekly/monthly) to give users a reason to check back at a specific time; (3) always promote new updates on all available social media; and (4) encourage members to re-tweet, comment on and share articles & publications to increase their visibility.

2. Successful websites look professional (1) a clunky or confusing interface discourages users from exploring a site more deeply (we have just over 3 minutes, on average, that people spend on our website at present); (2) out-dated graphics decrease credibility – modernise all old charts and images; and (3) format new content in a clear and concise manner and consider aesthetics.

3. Consider Search Engines

SEO (search engine optimisation) is complex, but there are a few helpful strategies to keep in mind when writing content:

- Write clear descriptive **headlines** containing keywords or search terms
- Include **verbose alt-text** and descriptions when adding images and include a relevant caption
- **Maintain links** from your site to other related organisations (IEA, other IAs etc.) and request they do the same

4. What do we all need to do to make it work?

Now that we (almost) have a new website with a much cleaner look and feel and easier-to-edit content and functionality we need to:

- Everyone (Executive Committee members and OAs) need to **regularly update** news and publications, especially re: Task outputs;
- Someone (may need to pay an expert copy writer) needs to **re-write some of our content** so it is more web-friendly;
- We really need new pictures, graphics, **visual content** – everyone should think about how they can do that more effectively in their Tasks/areas;
- We all need to **engage more in the social media groups** and/or our own networks to disseminate and involve our audience; and
- **Use the new report and presentation templates** to keep a consistent and modern look and feel in all outputs.

Social Media

The IEA DSM Energy Technology Initiative is getting more traction on social media. We now have a presence on:

- **Facebook** (IEA DSM Group) with 142 members and growing. Even though most posts are by Anne Bengtson, Rob Kool and Hans Nilsson, there are regularly posts and questions by other participants;
- **LinkedIn** (IEA DSM Group) with 37 members and slowly growing. Most posts are by Anne Bengtson and Sea Rotmann. We would need to actively invite people into this group in order to achieve the professional reach that LinkedIn could afford.
- **Twitter** (@IEADSM) with 247 followers and 812 tweets. This is the fastest growing social media platform and has fostered some good engagement, re-tweets and mentions. Sea Rotmann is posting for this group.
- IEA DSM Youtube Channel - needs to be populated with some relevant videos. Sea Rotmann has proposed to use some of the 60+ Task 24 videos for this channel. If we start filming some Executive Committee workshops, this would be a great channel to distribute visual information fast.
- IEA DSM Slideshare has 142 followers and almost 10,000 views in the past few months.
- IEA DSM Task 24 Expert Platform - 225+ members, invite-only (www.ieadsmtask24.ning.com). Very successful multi-media platform to distribute findings from Task 24 could be used for other Tasks, but only if they follow a similar, open dissemination strategy. The platform had 36 visits per month already, and an average page

view for new visitors is around 9 minutes (3 times what the IEA DSM website currently has!). The platform is also linked to a Drop Box, a Wiki and a Slideshare account and includes 137 videos, 95 photos, 6 blog posts, over a dozen discussions, all events associated with the Task, 3 Subtask Groups and member chat and email functions and all expert's short biographies and interests.

Communications Plan and Dissemination Strategies

The Visibility Committee has finalised the Draft Communications Plan. It contains an analysis in detail of the communications history of the DSM IA, what works and what doesn't, who the audience is and how well the DSM IA website services them and how to improve the plan going forward. The Communications Plan also includes Task Dissemination Strategies to ensure that the website, Spotlight Newsletter and social media channels are utilised well by all Tasks to report their findings and other relevant events. All Tasks need to start adopting the Communications Plan as soon as possible and create one-page Task dissemination plans including time lines.

Any comments related to the visibility of the IEA DSM Energy Technology Initiative should be sent to the Visibility Chair Sea Rotmann drsea@orcon.net.nz.

The Executive Committee members **approved** the Visibility Committee Report and look forward to the launch of the new website.

DECISION:

- The Executive Committee approved the Visibility Committee Report

ACTION:

- Follow Visibility Chair recommendations to update the website and launch the website on 1 July.

7. ADMINISTRATIVE MATTERS

Task Zero – Running the DSM Energy Technology Initiative

The proposal for a Task Zero was provided on pages 72 - 74 in the Pre-Meeting Document and was presented by Hans Nilsson, Advisor.

Hans Nilsson started his presentation by stating that Task Zero is an effort to in a formal way create a comprehensive and coherent overview of the IEADSM Energy Technology Initiative's material and to ensure that resources are used in the most efficient manner.

The mission of the IEA DSM Energy Technology Initiative (ETI) is to deliver to its stakeholders, materials that are readily applicable for them in crafting and implementing policies and measures. In order to do so we have several outreach tools that we need to maintain but also develop to ensure that results are disseminated in ways that are useful for people in everyday practice, for example:

- Administration (Secretary and Advisor)
- Informational tools
- Our networks and in particular the local ones run by Executive Committee participants
- Dissemination and the extension of the DSM University

To ensure that different activities are coherent it is proposed to gather all these actions into a Task called Task ZERO. This Task is mandatory for participants and builds on both cost- and task-sharing.

The purpose of such a common “Task ZERO” is to create a platform for dissemination of results from the IEA DSM Energy Technology Initiative in accordance with its mission.

1. Output from the IEA DSM Energy Technology Initiative’s operations that aims at providing insights and transparency to the work. The main products for this are:
 - a) The Website
 - b) The Annual Report
 - c) The Spotlight Newsletter
 - d) Flyers about the Programme and the Tasks
2. Local networks to enable dissemination of results within the areas of the participants and to support them in recruiting the expertise necessary for Tasks in which they have decided to participate, but also to gather material of interest for other Tasks who need local points of contact for their work
3. The “DSM-University” as a way to communicate DSM material that is tailored to the circumstances of the receiver. The main thrust to reach a global audience are the webinars that are primarily designed for output, but may also be used for input in a way that audiences can communicate back responses, needs and wishes. The DSM University should gradually build facilities for formal training and courses.

The value of work put into the DSM University is approximately 45,000 USD per year. Part of this is covered by in-kind contributions, and part is covered within the Common Fund Budget.

Responsibilities: The Programme Secretary is the co-ordinator for Task ZERO. The co-ordinator together with the “Visibility Committee”, gathers the necessary information from those concerned with subtasks described above in order to produce a work-plan and a budget for the Executive Committee members to decide upon annually.

The first estimate is that we should calculate the budget share based on a number of 17 participants. The total common budget for the duties specified above can of course be a matter of considerations since it is already in part burden-sharing. We assume that the yearly contribution should be 190 USD to be cost-shared.

The idea to gather the duties and services for running the ETI and add the services for the DSM University in to a more formal “Task Zero” was discussed and the Executive Committee members **agreed** on the need for a Task Zero.

The proposal to raise the contribution to 11000 USD/year was discussed and has been **accepted** by all countries except Italy who has opposed the raise. A letter explaining the reasons in more detail was distributed within a month after the 44th Executive Committee meeting, to help organisations to secure the funding. It was however requested that one more letter be sent out explaining the reasons in more detail, in particular about the level of activity that needs to be covered.

DECISION:

- Executive Committee members agreed on the need for a Task Zero.
- Send out letter explaining the reasons for the raise of the Common Fund in more detail, in particular about the level of activity that needs to be covered.

ACTION:

- Send out letter explaining the reasons for a Task ZERO in more detail, in particular about the level of activity that needs to be covered.

2014 Financial Report

Paul Atkins, Vice-Chairman, New Zealand, with support from Anne Bengtson, Executive Secretary prepared the financial report for the period 1 January through 31 December 2014. The Financial report was provided in part 2 of the Pre-Meeting Document.

It was pointed out that the totals in columns for previous years did not sum-up correctly (the current year is correct). As figures for past years were not at-hand it was agreed that a revised report correcting this error should be sent out to Executive Committee members as soon as possible. The total number of transactions per annum are relatively few and Paul and Anne will revise the report format to introduce a more straightforward way of reporting for future meetings.

It is sometimes very difficult for the accountant of the DSM account to see where payments come from. Each country should inform Anne Bengtson when they have made a payment.

The Executive Committee members **approved** the financial report 2014.

DECISION:

Executive Committee members approved the financial report 2014 .

ACTION:

- Executive Committee members should let Anne Bengtson know as soon as an invoice has been paid

Common Fund Payments

A few countries have not paid their 2014 and 2015 invoices but no problems are foreseen in receiving these funds. The Executive Secretary will continue to send out reminders to those failing to pay, until payments are received.

The Regulatory Assistance project (RAP) informed the Executive Committee at the 44th Executive Committee meeting that they are unable to commit to paying the Common Fund for 2015 and would like to pay in-kind. This will be decided by the Chair based on a bilateral agreement with the Sponsor.


ACTION:

- Executive Committee secretary should keep reminding those who have outstanding payments

Plans for the Forty-Sixth and Forty-Seventh Executive Committee meetings

China has offered to hold the 46th Executive Committee meeting in Beijing, China in October 2015, whether or not they have joined the DSM IA by then. Philip Zhang, the Copper Alliance Asia is the contact person for the arrangements and has been in close contact with the Chairman during the past 6 months. As the DSM ETI no longer has a contact person at NDRC, the meeting in Beijing will be postponed till October 2016 or until a new contact has been identified.

Instead, Sarah Mitchell, Efficiency One, tentatively offered to hold the 46th Executive Committee meeting sometime during the first two weeks in October 2015 in Halifax, Nova Scotia, Canada. The Executive Committee meeting would then be able to be held in conjunction with Efficiency One's Annual Conference. Sarah will get back within a few weeks to confirm.



Maria Alm, Swedish Energy Agency offered to host the Forty-Seventh Executive Committee meeting in Sweden in April 2016. The exact dates and location are still to be determined.

8. OTHER MATTERS

None

The Executive Committee members thanked Nicolaas Beute and Mathilada Du Preez for the excellent meeting arrangements and the Chairman adjourned the meeting.

9. ACTION ITEMS RESULTING FROM THE FORTY FIFTH EXCO MEETING

26 – 27 March 2015 – Cape Town, South Africa

WHO	ACTION	WHEN
Norway	Pay Common Fund invoice for 2013	ASAP
See countries to the right	Pay Common Fund invoice for 2014 Norway	ASAP
Rob Kool	Maintain contacts with China (NDRC), Saudi Arabia, South Africa, Kuwait and Thailand	ONGOING
Hans Nilsson Hans de Keulenaer	Move forward with the DSM University according to plan – as well as continue to plan/hold webinars the first weeks of every month	ON GOING
Rob Kool	Contact ACEEE and eceee and CCEEE about joint conferences. Also contact organisers of Renewable Conference and other relevant conferences in the planning stages. Look into arranging a DSM conference every second year.	ASAP
Operating Agent	Update a more clear definition in Legal Annex text of their Task	ASAP
Anne Bengtson Sarah Mitchell	Prepare administrative details for the Forty Sixth Executive Committee Meeting in Halifax, Nova Scotia, Canada	ASAP
Anne Bengtson	Prepare necessary paper work for Efficiency One, Nova Scotia, Canada to join the DSM ETI as a Sponsor.	ASAP
Anne Bengtson Paul Atkins	Revise the Financial Report and send to Executive Committee Members	Send to ExCo ASAP
Hans Nilsson	Write letter explaining Task Zero and raised contribution “in more detail”, in particular the level of activities that need to be covered.	Send to ExCo asap
Seppo Kärkkäinen	Write two articles for the Spotlight Newsletter highlighting the results of Task 17 Phase 2, and write a column for the DSM website	On-going
Anne Bengtson	Keep reminding those who have outstanding payments to the Common Fund	On-going
ExCo members	Review website regularly and suggest further developments	On-going
ExCo members	Suggest topics for the Spotlight Newsletter and provide input for those articles	On-going
All	Follow Visibility Committee Chair recommendations to update the website	On-going
Catherine Cooremans	Start Task 26 – Multiple Benefits for Energy Efficiency	On-going
Operating Agents	Prepare Task Information Plans and include in each Task Status Report.	On-going
Sea Rotmann	Start Phase 2 of Task 24.	April 2015
Rob Kool Hans Nilsson Maja Dahlgren	Multiple Benefits for Energy Efficiency: Develop 2-page proposal to be distributed to Executive Committee members	June 2015
Pam Murphy	Distribute issues of the DSM Spotlight Newsletter	June 2015 September 2015
Sea Rotmann	Launch IEA DSM ETI new website	1 July 2015

Cont. Action Items

Operating Agents	Include 1-2 slides in their presentation, highlighting the main findings to date in their respective Task(s).	Present at nextExCo meeting
Paul Atkins	Work together with Austrian and U.S. Executive Committee members to develop the concept of "Marketing Winners – seeing super efficiency with sport", further.	Present at next ExCo meeting
Catherine Cooremans Rob Kool Hans Nilsson	Develop detailed proposal for Task 26 Multiple Benefits for Energy Efficiency.	Present at next ExCo meeting
Sea Rotmann	Update and finalise the communications plan for the DSM programme.	Present at next ExCo meeting
Jan Bleyl	Prepare Task 16 Phase 4 Work Plan and present to Executive Committee members.	To be presented at next ExCo
Harry Vreuls Matthias Stifter	Work together and develop the concept paper further on Big Data.	To be presented at next ExCo
PPC	IEA proposed 2-pager to replace Annual Report: PPC to prepare proposal on future needs of an extended Annual Report for the DSM ETI, incl. purpose, target, cost of the report.	To be presented at next ExCo
Hans Nilsson Hans de Keulenaer	Prepare Status Report on the development of the DSM University and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Jan Bleyl-Androschin	Prepare a Task Status Report for Task 16 Phase 3 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Matthias Stifter René Kamphuis	Prepare Task Status Report and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Rob Kool	Prepare PPC progress report and send to Anne Bengtson for inclusion in the Pre-meeting Document (PMD).	Friday 25 September 2015
Sea Rotmann Ruth Mourik	Prepare Task Status Report Task 24 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Ruth Mourik	Prepare Task Status Report for Task 25 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Catherine Cooremans Hans Nilsson Rob Kool	Prepare further developed proposal for Task 26 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD).	Friday 25 September 2015
Paul Atkins Anne Bengtson	Prepare Financial Report and send to Anne Bengtson for inclusion in the Pre-Meeting Document	Friday 25 September 2015
Sea Rotmann	Prepare Visibility Committee Report for inclusion in the Pre-Meeting Document.	Friday 25 September 2015
Weber Web	Provide statistics for every Task every six months, send to Anne Bengtson for inclusion in the Pre Meeting Document.	Friday 25 September 2015
Anne Bengtson	E-mail pdf file of Pre-meeting Document for the Forty Sixth ExCo meeting to the Executive Committee members and Operating Agents.	Monday 25 October 2015

10. ATTACHMENT A

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*Participants at the Executive Committee meeting 26-27 March, 2015, Cape Town, South Africa

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11. ATTACHMENT B

Agenda

IEA Demand-Side Management Programme Forty Fifth Executive Committee Meeting

26 – 27 March, 2015, Cape Town, South Africa

WEDNESDAY 25 March 2015

18:00 – 20:00 **Operating Agents Meeting** (lobby Best Western Cape Suites Hotel)
Visibility Committee Meeting (lobby Best Western Cape Suites Hotel)

THURSDAY 26 March 2015

Venue: Cape Peninsula University of Technology (CPUT)

09:00 – 10:00	1. GENERAL BUSINESS/WELCOME	
	1a. Welcome – <i>Rob Kool</i>	
	1b. ExCo approval of the Agenda	DOC A
	1c. ExCo approval of the Forty Fourth ExCo meeting Minutes – Graz, Austria	Distributed earlier
	1d. Status of the Implementing Agreement	
	1e. IEA Relations	
	- Secretariat news	DOC B
	- Contacts with possible sponsors/new participants	
	<i>Rob Kool</i>	
	IA relations, BCG and ECG, Rob Kool	
	Report from the Project Preparatory Committee (PPC)	DOC C
	Rob Kool	
	Operating Agents meeting report – Rob Kool	
10:00 – 10:30	Coffee break	
	2. NEW WORK	
10:30 – 11:00	2a. Concept paper on Marketing Winners – Selling Super Efficiency with Sport – Verney Ryan, Element Consulting, New Zealand	DOC D
11:00 – 11:30	2b. Concept paper on Multiple Benefits – <i>Hans Nilsson</i>	DOC E
11:30 – 12:00	2c. Big Data and Energy Efficiency – Harry Vreuls Netherlands Enterprise Agency	DOC F
	2d. Development of the DSM University – <i>hans Nilsson</i>	DOC G
	Lunch	
	3. CURRENT TASKS – LOAD SHAPE CLUSTER	
12:00 – 12:30	3a. Task 17 – Integration of DSM with other Distributed Energy Resources – Phase 3 <i>Réne Kamphuis</i>	DOC H

The proposed New Tasks discussion will aim at one of the following decisions:

- Decide to **initiate the new Task** based on work done to date.
- Decide to **initiate the Task Definition** for a new Task. Interested countries must be prepared to assign the appropriate expert(s) to participate in that process.
- Decide that additional work is needed on the concept paper. Interested countries must be prepared themselves, or to assign the appropriate Experts to help further develop the concept.
- Decide to pursue the subject in co-operation with other parties within the IEA or elsewhere
- Rejection (or moth-balling)

12.30 – 14:00	Lunch	
14:00 – 14:30	3b. Task 24 Closing the Loop – Behaviour Change in DSM: From theory to practice. Task Status Report <i>Dr. Sea Rotmann, SEA - Sustainable Energy Advice, New Zealand</i> <i>Dr. Ruth Mourik, DuneWorks, The Netherlands</i>	DOC I
14:30 – 15:00	4. CURRENT TASKS – LOAD LEVEL CLUSTER	
	4a. Task 16 – Phase 3 – Energy Efficiency and Demand Response Services – Task Status Report, <i>Jan W. Bleyl, EnergeticSolutions, Austria</i>	DOC J
15:00 – 15:30	Coffee break	
15:30 – 16:00	4b. Task 25 Business models for a more effective market uptake of DSM energy services. Task Status Report – <i>Ruth Mourik, DuneWorks, the Netherlands</i>	DOC K
16:00	Adjourn	
19:00	Hosted Dinner	

FRIDAY 27 March 2015

09:00 – 12:00	5. PROGRAMME VISIBILITY	
	5a. Programme Visibility Report, <i>Sea Rotmann</i>	DOC L
	5b. New website, <i>Sea Rotmann</i> Website statistics – see Attachment section	DOC M
	5c. Communications Plan, <i>Sea Rotmann</i>	Distributed earlier
10:30 – 11:00	Coffee break	
11:00 – 12:00	6. ADMINISTRATIVE MATTERS	
	6a. Task Zero	DOC N
	6b. Financial Report 2014	Part 2
	Accountax Status Report	Part 2
	Status of Common Fund payments	Part 2



6c. **ExCo approval** of Forty Sixth ExCo meeting in
Beijing, October 2015

6d. Decision on plans for the Forty Seventh ExCo meeting
in Stockholm, Sweden, April 2016

6e. Plans for the Forty Eighth ExCo meeting October 2016

12:00 – 13:30

Lunch

13:30 – 15:00

7. OTHER ISSUES

Adjourn

APPENDIX TO THE AGENDA “Issues for the decisions and the process to reach decisions”

The delegates are URGED to prepare their responses to presentations carefully and primarily by contacting possible stakeholders before the meeting. The format for these proposed New Tasks will be a brief presentation that focuses on the:

- **Motivation** for the proposed work (what issues does it tackle?) what is it trying to achieve? Who is the target audience?;
- **Objectives**;
- **Approach** to accomplishing the proposed work;
- **Expectations/Results and Deliverables**
- **Dissemination plan** – what will need to be done to get the results adopted? Who will do it?
- **Required resources**

Concept and Task Definition Papers (Process and phases)

Before a new Task is starting the concept has to be defined and presented in order to attain the interest of possible participants.

PHASE 1: IDENTIFY NEW ACTIVITIES

Resulting in a CONCEPT PAPER (2-5 pages) containing

- Motivation
- Objectives
- Approach
- Expectations/Results

PHASE 2: DEFINE NEW ACTIVITIES

Requiring an EXPERTS MEETING to propose

Table 1. Task Work Plan Resource needs: Task or cost sharing

Table 2. Dissemination, Task Information Plan

CONTENTS OF PROPOSALS FOR NEW WORK

The document that will propose the new work to the Executive Committee could be organized and have the

Following contents:

1. Background and motivation
2. Objectives
3. Issues for the new work (scope)
4. Structure (sub-tasks)
5. Management (responsibilities of the Operating Agent, Subtask leaders and Experts)
6. Deliverables (for whom, target groups)
7. Time Schedule and milestones
8. Funding and Commitments (Resources needed)
9. Meetings plan
10. Information activities
11. Co-operation with other IA's, the Secretariat and other interested parties
12. Country contributions to funding and Tasks

Annexes: Detailed description of Subtask

12. ATTACHMENT C

Glossary

Abbreviation	Explanation
APEC	Asia-Pacific Economic Cooperation
BCG	Buildings Co-ordination Group (consists of 7 Implementing Agreements)
CERT	Committee on Energy Research and Technology in the IEA
CIGRE	International Council on Large Electric Systems
CTI	Implementing Agreement on Climate Technology Initiative
DHC	Implementing Agreement on District Heating and Cooling
DSM	Implementing Agreement on Demand-Side Management
EC	European Commission
ECEEE	European Council for an Energy Efficient Economy
ECES	Implementing Agreement on Energy Storage
ECI	European Copper Institute
EEWP	Energy Efficiency Working Party in the IEA
ENARD	Electricity Networks Analysis, Research & Development
EOT	End of Term
ESD	Energy Services Directive in the European Commission
ETE	Energy Technology Essentials (3-4 page briefs)
ETSO	European Transmission System Operators
EU	European Union
EUWP	End-Use Working Party in the IEA
FBF	Implementing Agreement on Future Buildings Forum
GHG	Green House Gas
HPC	Implementing Agreement on Heat Pump Centre
ICLEI	International Council for Local Environmental Initiatives
IEA	International Energy Agency

IPCC	Intergovernmental Panel on Climate Change
ISGAN	International Smart Grid Action Network (ISGAN)
JFS	Japan Facility Solutions (Japanese Sponsors participating in Task XVI)
KIER	Korea Institute of Energy Research
NEET	New and Emerging Environmental Technologies (IEA networking project - Gleneagles G8)
NDRC	National Development and Reform Commission, China
PMD	Pre-Meeting Document
PVPS	Implementing Agreement on Photovoltaic Power Systems
REEEP	Renewable Energy and Energy Efficiency Partnership
SANEDI	South African National Energy Development Institute
SANERI	South African National Energy Research Institute
SHC	Implementing Agreement on Solar Heating and Cooling
TSO	Transmission System Operators

13. ATTACHMENT D

Participation Table

Participant	In force						Proposed Tasks / extension	16 Ext. Phase 4
	16 Ext. Phase 3	17 Phase 3	24	24 Phase 2	25	26		
	Competitive Energy Services Phase 3 – Energy Efficiency and Demand Response Services	Integration of DSM, Distributed generation, Phase 3	Closing the Loop: DSM From Theory to practice	Closing the Loop: DSM From Theory to practice	Business models and the effective market update of DSM Energy Services	Multiple Benefits of Energy Efficiency	DSM University	
Australia			◆					
Austria	X	X	X	X	X	◆	◆	◆
Belgium	X		X		◆			◆
Finland			◆	◆	◆		◆	
India		X						
Italy			X					
Korea	X				◆	◆	◆	◆
Netherlands	X	X	X	X	X	◆	◆	X
New Zealand			X	X		◆		
Norway			X	◆	◆	◆	◆	
Saudi Arabia							◆	
South Africa			◆	◆				
Thailand								
Spain								
Sweden	X	X	X	X	◆	◆	◆	
Switzerland	X	X	X	◆	X	◆		X
United Kingdom			◆	◆	◆	◆	◆	
United States		X						
RAP *			◆				◆	
European Copper Institute*		⊖			⊖	◆	⊖	
OPERATING AGENT (OA)	Jan W. Bleyl-Androschin	Matthias Stifter & René Kamphuis	Sea Rootmann &	Sea Rootmann & Ruth Mourik	Ruth Mourik	Catherine Cooremans	Hans Nilsson, Hans de Keulenaer	Jan W. Bleyl-Androschin

X = participant
 ◆ = interested
 * = Sponsors
 ⊖ = in-kind

14. ATTACHMENT E

DRAFT Hans Nilsson 2015-03-20
Distributed 23 March 2015 by e-mail
Distributed 26 March at Executive Committee meeting

New Task: Multiple Benefits in Action (Operationalizing MBs for DSM applications)

The IEA Publications on Multiple Benefits, sometimes called “Non Energy Benefits” (NEB), is a ground breaking work in two ways since it:¹

1. Identifies the benefits and structures them (see Appendix 1).
2. Attempts to quantify some of them.

Both these aspects are important because with a proper structure it will be possible to address different actors and advocate a more systemic and comprehensive planning where the benefits are acknowledged enables a better use of resources. With quantification in different sectors and categories it will be possible to make a correct calculation for the demand side resources in comparison with the supply side.

There is already a huge “energy efficiency gap” that prevents true “least cost planning” to be realised. The IEA has already in its World Energy Outlook 2012 shown with the “Energy Efficiency Scenario” that the global warming could almost be limited to 2 centigrade by economically profitable efficiency measures alone if applied globally. If the non-energy benefits also were taken into account it would mean that such calculations were even more beneficial and therefore strengthen the case for the energy efficiency improvements further. The business cases will be even more obvious.

“Efficiency first” has been acknowledged as the main principle for energy planning and energy measures as a consequence of the IEA work mentioned and following the research in the two subsequent efficiency market reports 2013 and 2014 by the IEA secretariat.

The work made by the IEA secretariat must now be taken further in two respects in order to make MBs operational and applied in Demand Side management, DSM, activities:

- c) Deepening the knowledge about issues and actors concerned and do so in a way that takes into consideration different applications in different countries and different planning environments. This to make MBs relevant for applications locally
- d) Actual quantification that also has to take into consideration the difficulties of multiple actors and the fact that benefits may not show on the balance sheet of the investor.

The evidence is to a large extent available but needs to be gathered and structured, e.g. within the IEA Implementing Agreements, and to be transformed and made available for planning and executions, e.g. within the IEA DSM-Programme.

In the case of health and indoor climate and industry there is a need to look closer to the routines connected with auditing, building certificates, industrial networks and the like, where identifying and acknowledging of NEBs could change the outcome completely.

The issue is to be to find a way to make MBs operational in practical DSM-work on all levels from the project up to the societal planning and shaping of programmes. This requires detailed studies of which these benefits are and how they can be calculated in actual cases and development of a structure that allows the overall concept of multiple benefits to gradually be filled with practical applications.

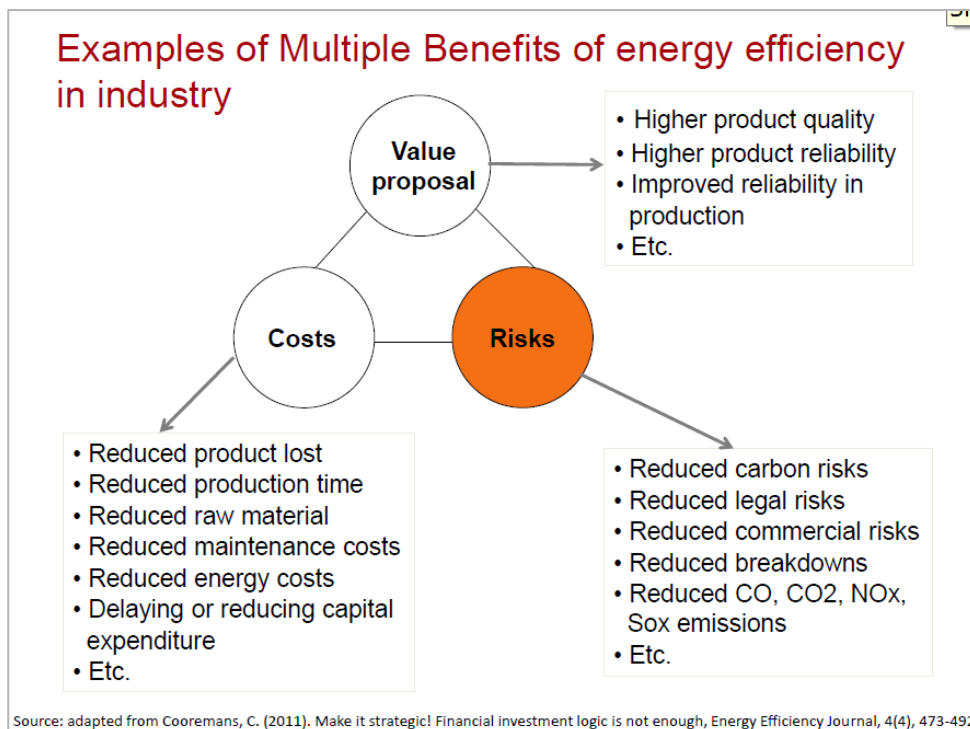
¹ I: Spreading The Net: The Multiple Benefits Of Energy Efficiency Improvements, http://www.iea.org/publications/insights/ee_improvements.pdf
II: Capturing the Multiple Benefits of Energy Efficiency, http://www.iea.org/W/bookshop/475-Capturing_the_Multiple_Benefits_of_Energy_Efficiency

Identifying and assessing MBs is not an easy matter. “Hundreds of different benefits for industry have already been identified in past studies and surveys of energy efficiency project implementation, making it challenging to produce a definitive list of the most important ones” (IEA, 2014:134). “Because so few studies have been undertaken in this area, methodologies for quantifying wider benefits from energy efficiency measures in industry are still at the inception stage” (IEA, 2014:137). MBs vary in terms of the time horizon in which they occur, as well as in terms of their measurability (which has to be made in physical, monetary and strategic terms). In addition, MBs are not constant in time (as equipment efficiency usually decreases with time). All this complicates MBs assessment.

MBs can be identified upstream (to inform energy-efficiency investment decisions) or downstream (after investment decision-making, in a retrospective analysis). **It seems that most MBs reported have been found incidentally, i.e. ex post after implementation of energy-savings measures.** To reinforce the business case of energy efficiency and increase acceptance of energy-efficiency investments, a method is needed to identify and analyze MBs upstream, i.e. *ex-ante* in early analyses of projects (energy audit analyses, technical, financial and strategic analyses), and to include them in investment calculations.

"Based on the context briefly described above, the objectives of the **proposed joint annex** are the following:

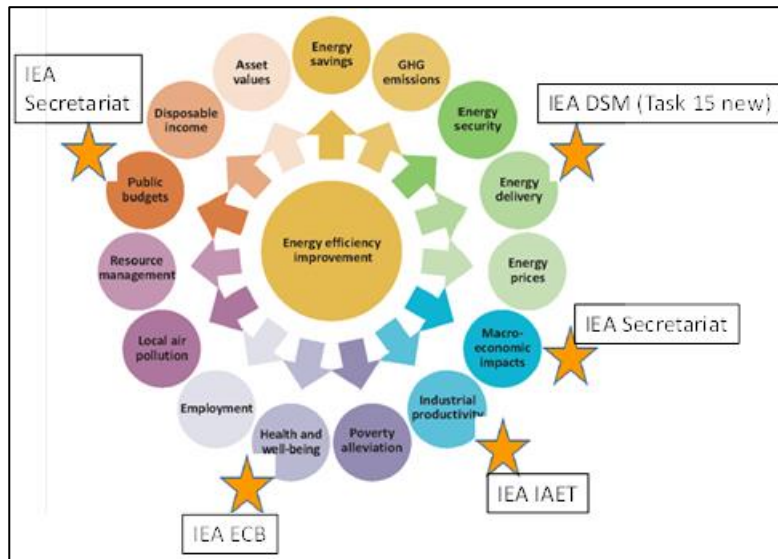
- **Analytical toolbox.** The first main objective is to provide businesses’ internal staff (energy managers, facility managers) as well as the external consultants advising them and public programmers, with an analytical tool to be used upstream to better identifying and assessing the MBs.
- **Data base.** The second main joint annex objective is to provide practitioners and policy-makers with a data base, which will contain data collected worldwide (at least in all IEA member countries).
- **Communication tool.** The third main joint annex objective is to provide businesses’ internal staff, consultants advising them and public programmers with a communication tool, to be used to present MBs in a common and convincing way to decision-makers.
- **Dissemination.** The fourth main objective is to actively disseminate information to policy-makers on MBs and on their contribution to activate the untapped potential of energy efficiency.



The DSM-Programme is well situated to take on the supervisory task “Multiple Benefits in Action” and to do so in co-operation with other relevant IEA Agreements.

Suggested actions:

8. Set up a “supervisory” task in collaboration with the IEA secretariat and outline a workplan that defines a) priorities to develop actions to fill in the blanks in the MB structure, and b) the sharing of work within and among the IEA IAs.
9. “Outsourcing” of subtasks to IAs making use of their particular knowledge of e.g. industries, municipalities, buildings etc.
10. Close collaboration with these IAs to ensure that the material can be used in a framework (a tool-box) that allows application for operational purposes both for the concerned “sector” and for overall planning and polic-design
11. Develop an institutional setting for distributing the results, train staff to use MBs in practice, gather cases and further develop the concept
12. DSM activities are carried out on different levels for different purposes, see appendix 2. The supervisory task will have to identify the most relevant and design the tool-box accordingly
13. Create a first case as a joint task together with IETS, IETS Industrial Energy-Related Technologies and Systems (<http://www.iea-industry.org/>)
14. Cases and other collaborations are indicated in the figure below based on the webinar provided by Nina Campbell within the IEA DSM University (<http://www.leonardo-academy.org/course/details.php?id=311>)



APPENDIX 1

The overall work should cover all aspects of MBs as laid down in “**Capturing the Multiple Benefits of Energy Efficiency**”:

- **Macroeconomic.** *(Economic development, employment, energy price changes, trade balance are mentioned. For DSM energy price-changes are of importance for the planning/regulation/market design and employment is for advocating programmes)*
- **Public budget** *(Several of the issues are complicated and not crucial for DSM planning but since some programmes have an impact on, or are dependent on, tax structures and tax spending there is a need to cover some aspects)*
- **Health and well-being** *(In particular indoor climate is an important factor where collaboration can be sought also from other IAs. A particular problem here is the “split incentive” since investors seldom reap the benefits)*
- **Industrial sector** *(In the same way as above collaboration should be sought with other IAs. Here the incentive cases are simpler)*
- **Energy delivery** *(The IEA DSM has already covered the EEOs in task 21. There are however some aspects that need further investigation e.g. energy security and the possible monetisation thereof)*

APPENDIX 2 (From the preparation of the strategic work plan)

We need to consider actor features in terms of how they can act for DSM locally in their daily work and based upon that try to find out how our existing and new products should be arranged to serve their purposes.

If we first look upon their general role and how they can be approached there are two categories.

1. The primary who represents those who finances our work and who performs DSM as a part of their daily work (decision makers, manages and programme responsible).
2. The secondary those who has their own missions (Initiatives, Missions and Research), but who can be co-workers and/or whose results can cross-breed ours.

Target Group	Should learn about	Via Channel	With Product
Decision makers	Costs and Benefits	<ul style="list-style-type: none"> • IEA Secretariat, • ExCo members, • Operating Agents 	<ul style="list-style-type: none"> • Direct Contacts (supported by e.g. flyers) • Seminar presentations
Managers	<ul style="list-style-type: none"> • Organisations, • Governance, • Planning, • Methods 	<ul style="list-style-type: none"> • Workshops • Newsletter • Journals (engineering and R&D) • Social Media 	Articles (both on projects, tasks, and on crosscutting issues)
Programme responsible	"Tricks" of the trade		
Initiatives (e.g. IPEEC, CEM, IRENA etc.)	THAT IEA DSM exist and WHAT we can do together	<ul style="list-style-type: none"> • IEA Secretariat, • ExCo members, • Operating Agents 	<ul style="list-style-type: none"> • Direct Contacts (supported by e.g. flyers) • Seminar presentations
Missions (ICLEI, Energy-Cities, etc.)			
Research and organisations (e.g. ACEEE, ECEEE, CCEEE)	What material that is available for their "inspiration" and how it connects to their work.	Assessment lists, surveys, active participation in e.g. summer studies, activation of members on social media.	

Another look on actors is trying to find out which institutions they represent in society and the function of those. There is a need to mobilise actors as catalysts and operators to release the profitable potential for energy savings. The catalytic actors may, depending on their role, interest and available instruments, act by making use of DSM to induce changes.

The IEA DSM Programme work has throughout the years addressed different aspects of the undertakings these actors have. This can be given a rough characterisation as in the table below where relevant task material has been indicated in the yellow areas.

Actor	Function	Aim	Instrument	
Government	Providing institutional setting and incentives	Welfare (including Security and Prosperity)	Law, Taxes, Subsidies, Information, Regulation	
Municipalities	Specific institutions (e.g. planning, monitoring)	Fairness	Plans and activities within a given jurisdiction	
Utilities	Provider	Business (profit)	Energy	Energy Services
Supplier (hardware and services)	Provider	Business (profit)	Goods	
User	-	Service (Light, Power, Climate)	-	

15. ATTACHMENT F

Matters for the Executive Committee

Document C: Project Preparatory Committee (PPC) Report

UK: The UK approves the Report.

Italy: Approve the Report **OK**

ECI: approved

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Document D: Concept paper: Marketing Winners – Selling Super Efficiency with Sport

UK: The UK is unlikely to participate.

Italy:

- The project team would like an indication of interest from participating countries to move the proposal forward to a Task Definition Phase. This will allow the development of a full budgeted proposal in support of a three-year global campaign. **(no interest at the moment)**
- Approval of proposed Operating Agent, Verney Ryan. (Further Task development can occur over the next two to five months with the proposed Operating Agent being available to present at the next Executive Committee meeting (China) in order to officially start the Task. **OK**

ECI: Negative vote

.....

Document E: Concept paper: Proposed Joint Annex... Multiple Benefits of Energy Efficiency

UK: The UK has funded and supported the IEA's recent work on multiple benefits leading to the publication of their recent well-received publication on the issue. We agree that there is more work to be done in this area to develop understanding in this field and we are pleased that the proposal looks to build upon rather than duplicate the initial work by the IEA and that the IEA Secretariat are to be closely engaged in framing the work. We believe there is value in ongoing development of this proposal and may be interested in participating though at this stage no commitment to do so can be made ahead of expected post-election business-planning rounds and spending reviews.

ITALY: Proposed Joint Annex... Multiple Benefits of Energy Efficiency

- Executive Committee members are invited to consider setting up a new Task according to the presentation of the paper and to invite cooperation with other Implementing Agreements to deal with specific issues in Joint Annexes. **OK**

ECI: Positive vote, our support would be in-kind to develop a training kit on the tools developed and support dissemination.

.....

Document F: Concept paper: Big Data and Energy Efficiency, a research area for the IEA DSM Agreement?

UK: It is clearly a relevant topic for all the reasons set out in the paper. However, I wonder whether it is a topic in itself divorced from others, or whether rather it might increasingly be a cross-cutting issue relevant to many of the tasks, for example provision of real-time data as a result of smart metering is fundamental to our expectations and experience to date of what smart metering roll out can deliver in terms of behaviour change, but may be this is best considered as one among many potential drivers for behaviour change, rather than as a topic/task in its own right.

ITALY:

Any country will have "big data" customized on his "actuality"; so, they can be different from other Countries, It is difficult to get to a general approach and general rules in a Task, unless the goal of the task is to set up an international review of the existing big data.

ECI: Negative Vote

.....

Document G: DSM University

UK: UK approves Task Status Update Report and welcome the steady progress being made and the increased outreach and participation.

ITALY: Approve the Task Status Update Report **ok**

ECl: Positive vote

.....

Document H: Task 17 - Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages – Phase 3

UK: UK approves the Task Status Update Report

ITALY: Approve the Task Status Update Report

ECl: Positive vote

.....

Document I: Task 24 – Closing the Loop – Behaviour Change in DSM: From Theory to Practice - Phase 1

UK: UK approves the Final Phase I Task Status Update Report.

ITALY: Approve the Final Phase I Task Status Update Report. **OK**

ECl: Positive vote

.....

Document J: Task 16 – Phase 3 – Innovative Energy Services – Energy Efficiency and Demand Response Services

UK: UK approves the Task Status Update Report

ITALY: Approve the Task Status Update Report

ECl: Positive Vote

.....

Document K - Task 25 – Business Models for a more effective market uptake of EE energy services

UK: UK approves the Task Status Update Report

ITALY: Approve the Task Status Update Report

ECl: Positive vote

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Document L - Programme Visibility

UK: UK approves the Status Update Report

ECl: Positive vote

ITALY:

- Approve the Status Update Report
 - Approve new website (to be shown at the Executive Committee meeting)
 - Approve layout for the newsletter and report covers (to be shown at the Executive Committee meeting)
 -
-

Document M – Task Zero

UK: UK approves Task ZERO and raising the yearly fee for participation to \$11,000

ITALY: The Executive Committee members are invited to take a formal approval of Task ZERO to deal with the common obligations and raise the yearly fee for participation to 11,000 USD.!!

NO Italy votes against raising the yearly fee to the IA from 8.000 to 11.000 USD. Such a raise will seriously endanger the future Italian participation, due to the more and more pressing spending review we (and over all our stakeholders and funders) are exposed to.

ECl: Approves

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Document N – Financial Report 2014

UK: UK approves the financial report for 2014

ITALY: Approve the financial report 2014

ECl: Approves

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