

*IEA Implementing Agreement*  
Demand-Side Management  
Technologies and Programmes

**FORTY FIRST  
EXECUTIVE COMMITTEE  
MEETING**

**MINUTES**

*24 – 26 April 2013  
Utrecht, The Netherlands*

## **FORTY FIRST EXECUTIVE COMMITTEE MEETING MINUTES**

*24 – 26 April 2013, Utrecht, The Netherlands*

	<b>Page</b>
<b>Index</b>	
<b>1. GENERAL BUSINESS</b>	
Welcome	4
Pre-meeting Information	4
Adoption of the Agenda	4
Approval of Minutes from the Fortieth Executive Committee meeting	4
Status of the Agreement	4-5
IEA Secretariat News	5
Contacts with possible Sponsors	5-6
Project Preparatory Committee Report	6
<b>2. OPERATING AGENTS MEETING</b>	6-7
Presentation from the observer from South Africa	7
Workshop – Highlights in the Implementing Agreement – “New ways to achieve energy efficiency in the “polder model”	7
<b>3. EXTENSION OF WORK AND NEW WORK</b>	
Development of a DSM University (Centre of Excellence)	7-8
Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources, and Energy Storage Phase III	8
Proposed Task 25 - Market Characterisation and Potential of Home Energy Management (HEM) Technology (see Attachment G)	8-9
<b>4. CURRENT TASKS – LOAD SHAPE CLUSTER</b>	
Task 23 – Role of Demand Side in Delivering Effective Smart Grids	9
Task 24 – Closing the Loop – Behaviour Change in DSM, from theory to policies and practice	10-11
Task 24 – Closing the Loop – Behaviour Change in DSM, from theory to policies and practice - Extension	11-12
<b>5. CURRENT TASKS – LOAD LEVEL CLUSTER</b>	
Task 16 – Competitive Energy Services -Energy Efficiency and Demand Response, Task Status Report	12-13
Task 20 - Branding of Energy Efficiency	13
Task 21 - Standardisation of Energy Savings Calculations	13-14
<b>6. PROGRAMME VISIBILITY</b>	
Programme Visibility Report	14-16
Annual Report	14
Spotlight	14
Programme Brochure	15
Key publications	15
Website	15-16
<b>7. FUTURE OF THE DSM PROGRAMME – SPECIAL SESSION</b>	
Special Session – End of Term	16
<b>8. ADMINISTRATIVE MATTERS</b>	
2011 Financial Report and 2011 Budget	17
Common Fund Payments	17
Plans for the Forty Second Executive Committee meeting	17
Plans for the Forty Third Executive Committee meeting	17

9.	<b>OTHER MATTERS</b>	17
	<b>ACTION ITEM LIST</b>	18-19
	<b>Appendix 1</b> Country participation in Tasks	20

**ATTACHMENTS**

<b>Attachment A</b>	Executive Committee members and Operating Agents list	21-29
<b>Attachment B</b>	Agenda	30-31
<b>Attachment C</b>	Glossary	32-33
<b>Attachment D</b>	Letter from Ambassador Jones	
<b>Attachment E</b>	Response to Ambassador Jones	
<b>Attachment F</b>	Presentation Jos Wassink	
<b>Attachment G</b>	Presentation Beth Karlin and Sea Rotmann	

**MINUTES FROM THE FORTY FIRST EXECUTIVE COMMITTEE MEETING OF THE  
IEA DEMAND-SIDE MANAGEMENT PROGRAMME**

*24 – 26 April 2013, Utrecht, The Netherlands*

- **GENERAL BUSINESS**

**Welcome**

The meeting was opened by Rob Kool, who welcomed the participants to Utrecht, The Netherlands on behalf of NL Agency, the host for the meeting. Rob Kool, Executive Committee Chairman welcomed Barry Bredenkamp from Sanedi, South Africa, who attended as an observer. The participants are listed in Attachment (A).

**Pre-Meeting Information**

Anne Bengtson, the Executive Secretary, provided via e-mail, a document containing material associated with the Executive Committee meeting. This document will be referred to throughout these Minutes as the Pre-Meeting Document (PMD).

**Adoption of the Agenda**

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

**Approval of the Minutes from the Fortieth Executive Committee Meeting**

The Minutes from the Fortieth Executive Committee Meeting were approved without changes.

**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 Implementing Agreements, organisations and working groups. See Attachment C.

**Status of the Agreement**

Rob Kool distributed the copy of a letter to the Executive Committee members at the ExCo meeting from Ambassador Richard H. Jones, Deputy Executive Director IEA. (see attachment D). The proposal from the IEA secretariat to contribute to staff costs was debated and it was decided that Executive Committee members should bring the issue as a matter of principle to the attention of their representatives in the Governing Board in respective countries. See response to the letter in Attachment E.

Rob reminded the Executive Committee members that France has announced that they will leave the DSM IA at the end of the present five-year term. Rob has been in contact with ADEME/France and has been informed that they have had to weigh participation in several IA's due to policy changes and budget cuts.

The Korean Executive Committee member and Vice Chairman was unable to attend the meeting. He has recently been appointed for a new position in Kemco's organisation and it is suspected that he unfortunately may be replaced on the Executive Committee in the future.

Even Bjørnstad, the former Norwegian Executive Committee member has been replaced due to a change of position, by Andreas K. Enge, Enova. Even Bjørnstad will continue on the Executive Committee as the alternative Executive Committee member for Norway.

Further, the European Copper Institute's participation in the DSM Programme has formally been approved by the CERT.

In the past six months contacts have taken place with Australia, Kuwait, Saudi Arabia, South Africa and Thailand. Rob Kool attended a meeting in the Buildings Coordination Group (BCG) where a new Chairman from Italy has been elected. The Electricity Coordination Group (ECG) have also recently appointed a new Chairman from Switzerland. Rob Kool looks forward to attend both meetings in the future.

There are several changes in the Indian administration and rumors say that people with whom we have had

contact earlier will return.

Hans Nilsson has made contacts with IRENA and with Larry Jones, Alstom to inform them about our activities and to sense their interest in joining the DSM University Task.

Talks have taken place with Spain, and informed that Executive Committee alternate for Spain, Ms Carmen Rodriguez has left the organization. Spain is still keen to keep in touch but at the moment they have no proposals or possibilities to present proposals.

The Chairman has attended the Future Buildings Forum (arranged every 5 years) and will distribute the report to Executive Committee members when it has been finalised.

Barry Bredenkamp informed the Executive Committee members that South Africa would like to join the DSM IA, and the necessary documentation was prepared and provided during the meeting. They would like to participate in Task 24 to begin with.

Rob Kool stated that the IEA requires that all countries invited to participate in the DSM Implementing Agreement 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 participate as Contracting Parties:

**IEA Member countries that are not yet participating in the DSM Implementing Agreement:**

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

**Non-member countries that participate in other Implementing Agreements:**

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, Hong Kong, China, Singapore, Kuwait and Thailand

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 Agreement.

**IEA Secretariat News**

Steve Heinen, IEA Secretariat, Paris, and Desk Officer for the DSM Implementing Agreement, was unable to attend the meeting. The ExCo members expressed their disappointment at the deteriorating relations with the IEA secretariat and pointed out how important close contact is. An IEA Secretariat overview report of current and future energy efficiency projects was provided for the meeting and was included in the Pre-Meeting Document.

Rob Kool informed the ExCo members that a new rule as been implemented at the IEA which means Desk Officers will no longer attend Executive Committee meetings once per year unless the IA at that time is working on a topic that has value for input to a chapter to either the IEA ETP or WEO. Rob Kool will continue to protest to the CERT and the Governing Board on the way this decision will impact negatively on the Implementing Agreements.

Steve Heinen phoned in during this agenda item.

**Contacts with possible Sponsors**

Rob Kool informed the Executive Committee members that contacts with Eurelectric, Electrolux, and Edison Electric Institute, USA, have been very few during the past six months. The position of Schneider Electric becoming a sponsor is still unclear, but most likely they will not join as Sponsors. Rob Kool will follow up in the next six months to try and get a firm decision. The Executive Committee members decided to **renew** their **approval** of the resolution, with the addition of the King Abdul-Aziz University, Saudi Arabia and Kuwait Institute for Scientific Research: (see also unanimous approval in Minutes from Delhi, Vienna, Chester, Rueil-Malmaison, Stockholm, Washington, Trondheim, Espoo) for them to become Sponsors.

The Executive Committee unanimously:

RESOLVED that Schneider Electric, Edison Electric Institute, Eurelectric, Electrolux, the King Abdul-Aziz University, Saudi Arabia and Kuwait Institute for Scientific Research:

- (1) ( hereafter ‘The Potential Sponsors’) be invited to join the Implementing Agreement 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 DSM Implementing Agreement, 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 8,000 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 Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management;
  - e) have a full single vote in the Executive Committee, equal to that of a Contracting Party on matters pertaining to the Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management 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 ExCo approval** of the resolution to invite Sponsors

#### **ACTION:**

- maintain contacts with Saudi Arabia, South Africa, Kuwait, Thailand and UAE
- maintain contacts with Eurelectric, Electrolux, Edison Electric Institute, the King Abdul-Aziz University, Saudi Arabia and Kuwait Institute for Scientific Research
- contact Schneider Electric and confirm their intent to become Sponsors or not.

### **Project Preparatory Committee Report**

The Chairman reminded the Executive Committee of their decision in Chester to set up a Project Preparatory Committee (PPC) consisting of the Chairman and the two Vice-Chairs. The aim of the meeting was to prepare work prior to the ExCo meeting and 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) the next work programme; (2) communication; membership – follow up with contacts; (4) and preparation for the 41st ExCo meeting.

### **OPERATING AGENTS MEETING**

The Operating Agents meeting was held on 24 April, prior to the ExCo meeting. The Chairman, the Visibility Committee Chairman, the Advisor, the Executive Committee Secretary, the Spotlight Editor and all of the Operating Agents were present except for the Operating Agent of Task 20.

During discussions, the Operating Agents stressed the need for Executive Committee members to keep close contact with their Task experts between meetings and encourage them to deliver promised material in time. This

also applies to payments which are unduly delayed and for which particular paperwork has been imposed and is confusing.

The Operating Agents generally agreed that there is a serious need to make the work of the DSM Programme better known and discussed the possibility to disseminate through publications, and report on Task milestones in articles while work is still on-going.

VAT is a common problem within Tasks and it was decided that Operating Agents should invoice without VAT to avoid double payment. Invoices outside Europe do not need VAT, however, national rules may apply.

At the ExCo meeting in Trondheim, Steve Heinen offered to take the problem of VAT back to the Secretariat, however, the DSM Programme has not heard back from him on this topic.

### **Presentation by Barry Bredenkamp, SANEDI, South Africa**

Barry Bredenkamp from Sanedi, South Africa, made an interesting presentation on DSM in South Africa. The presentation as well as other presentations from the Executive Committee meeting have been uploaded to the DSM web site, please [see](#).

### **Workshop – Highlights in the Implementing Agreement - “New ways to achieve energy efficiency in the “polder model”**

A workshop titled “New ways to achieve energy efficiency in the “polder model”, was held in the Geld Museum, Utrecht on 24 April, 2013. The day was divided in to two parts:

- (1) Customers, energy providers, network operators how to co-operate to ensure continuation of energy savings in a more competitive energy market?; and
- (2) Energy savings from implemented policies, but are markets and consumers willing to co-operate?.

Presentations were made by Dutch stakeholders as well as Operating Agents from the DSM Programme. See the presentations [here](#)

## **EXTENSION OF WORK AND NEW WORK**

### **DSM University**

The proposal for a DSM University was provided on pages 16 – 24 in the Pre-meeting Document and was presented by Hans de Keulanaer, European Copper Institute, with support from Hans Nilsson, Advisor.

Hans de Keulanaer presented a 2-pronged approach for the suggested DSM University.

1. Developing derivative assets from IEA DSM reports for communication to various audiences. Such assets could take the form of webcasts, blog articles, key messages for social media, ...
2. Organising these assets into e-learning trajectories for self-paced learning.

It was **decided** to:

- a) Move forward as proposed
- b) Make pilot-cases in collaboration with Operating Agents
- c) Return in October with a more detailed plan (including financing)
- d) Consider future development with more formal training, summer studies etc.
- e) Continue discussions with possible partners that have similar interests

Action Plan during the next six months (under the supervision of the Chairman):

1. Contact organisations that have pronounced interest (such as REEEP, CEM, NDRP) to find out:
  - a) if they are interested in some sort of cooperation to exploit existing material in some form
  - b) if they are interested in the development of new Tasks.
2. Develop actor-oriented combinations (packages) of existing material and check with e.g. Energy Cities and the Mayors initiative in Europe
3. Task 1 handbook should be revisited
4. Make a survey among interested on Facebook and LinkedIn
5. Find channels and hosts that can serve as outlets (RAP and the Copper Institute are already “in-house”)

It was **decided** that the Chairman should request further assistance from the Advisor up to a cost of USD 28,500 extra during the next six months.

**DECISION:**

The Executive Committee:

- **approved** the report
- **decided** to move forward as proposed above

**ACTION:**

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

**Task 17 - Integration of Demand Side Management, Distributed Generation and Renewable Energy Sources and Energy Storages – Phase III.**

A proposal for the extension of Task 17 - Integration of Demand Side Management, Distributed Generation and Renewable Energy Sources and Energy Storages – Phase III, was provided on pages 25 – 28 in the Pre-Meeting Document and was presented by Rob Kool, Chairman of the DSM Programme.

Rob Kool stated that the aim of this Task extension is the exchange of experiences and developments in the field of integration with renewable energy and DSM in homes and buildings: technologies like PV systems, electric vehicles, electric storages, heat pumps, micro CHP in combination with energy management systems and the possibilities for dynamic tariffs based on smart meters.

The following Subtask will structure the activities in Phase III:

- Subtask 10. Role and potentials of flexible households and buildings
- Subtask 11. Changes and impact on the grid and market operation
- Subtask 12: Sharing experiences and finding best practices
- Subtask 13: Conclusions and recommendations

The Executive Committee members were generally very positive, with positive comments received from Austria, Finland, Netherlands, RAP, Sweden and Switzerland. Boris Papousek, Austria, commented that Task 17 is very much in the center of the work of the DSM Programme, and it is an important Task.

The Executive Committee **decided** to continue the development of the extension. Formal cooperation with ISGAN is expected.

Further, it was **decided** that seed money, limited to USD 15,000 should be granted from the Common Fund, so that Task 17 Phase III can start as soon as possible. The Executive Committee members **approved** that Matthias Stifter and René Kamphuis will develop the Task further, and present the proposal at the next Executive Committee meeting.

**DECISION:**

The Executive Committee:

- **decided** to continue the development of the extension of Task 17, Phase III, with the help of René Kamphuis and Matthias Stifter,

**ACTION:**

- René Kamphuis and Matthias Stifter should continue the development of task 17, Phase III, and present at the next ExCo meeting in October 2013.

**Market Characterisation and Potential of Home Energy Management (HEM) Technology**

A proposal on Market Characterisation and Potential of Home Energy Management (HEM) technology was presented by Beth Karlin (via Skype) and Dr. Sea Rotmann, New Zealand. The presentation is uploaded in the ExCo secure section under [Presentations from ExCo meetings](#). The presentation is also included in Attachment F.



Positive interest was voiced by Austria, Sweden, US, the European Copper Institute (ECI), and RAP.

It was **decided** that the proposal should be further developed by Sea Rotmann and Beth Karlin according to the comments made by Executive Committee members during the meeting, and then be brought back to the attention of the Executive Committee members at the next meeting in October.

**DECISION:**

The Executive Committee:

- **decided** that the concept proposal should be developed and presented at the next ExCo meeting in October 2013.

**ACTION:**

- Beth Karlin and Sea Rotmann should develop the concept proposal and present at the next ExCo meeting in October 2013.

**Task 23 - The Role of the Demand Side in Delivering Effective Smart Grids**

A Task Status Report on the Role of the Demand Side in Delivering Effective Smart Grids was provided on pages 30 – 42 and was presented by Linda Hull, EA Technology, United Kingdom.

Linda started her presentation by stating that the aim of the Task is to identify and where possible quantify the risks and rewards associated with Smart Meters and Smart Grids from the perspective of the consumer, both now and in the future. By identifying the potential risks and rewards the Task will seek to develop best practice guidelines in order to ensure the demand side contributes to the delivery of effective Smart Grids.

The Task has five Subtasks:

- Subtask 1: Impact of energy markets on the role of customers
- Subtask 2: Interaction between technology and customers
- Subtask 3: Identification of Risks and Rewards associated with Smart Grids
- Subtask 4: Defining offers and programmes (tools) to help ensure Smart Grids meet needs of customers
- Subtask 5: Helping customers to actively engage with Smart Grids – Synthesis and Dissemination of findings.

Progress against objectives in the past six months include: (1) a UK national team was established by November 2012, enough to formalise UK's participation in the Task; (2) a draft legal annex text was prepared and circulated, no comments or feed back was received; (3) the Subtask 1 report has been approved January 2013; (4) in Subtask 2 a total of some 40 case studies that involve the target customers, end-use loads and intervention types have been identified. Results are available for only around half of these, with the remainder at too early a stage; and work is on-going to collate the learning from these case studies using a case study template to focus on customer perspectives; and (5) work has commenced on Subtask 3, to assess the risks and rewards associated with active engagement in Smart Grids from the customer perspective.

Linda presented an early analysis of a study in Subtask 3, which shows that customers do not assess risks and rewards on an economically rational basis. In particular, studies show that: (1) customers are risk averse, and so the 'pleasure' of winning USD 100 is not equivalent to the 'pain' of losing USD 100; and (2) the way that an offer is framed has a significant influence over the choice that is made. In particular, if an offer is expressed in terms of gains, customers tend to be risk averse. However, if the same offer is expressed in terms of losses, customers tend to be risk seeking.

Linda stated that, it is likely that it will be very difficult to pursue a quantitative approach to evaluating risks and rewards.

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

**DECISION:**

- Executive Committee members approved the Task Status Report

## **Task 24 – Closing the loop: Behaviour change in DSM – from theory to policies and practice**

The Task Status Report on Behaviour Change in DSM was provided on pages 44 – 56 in the Pre-Meeting Document and was presented by Sea Rotmann, New Zealand and Ruth Mourik, the Netherlands.

Sea Rotmann stated that the main aim and objective of this Task is to create a global expert network and design a framework to allow policymakers, funder of DSM programmes, researchers and DSM implementers to: (1) create and enable an international expert network interacting with countries' expert networks; (2) provide a helicopter overview of behaviour change models, frameworks, disciplines, contexts, monitoring and evaluation metrics; (3) provide detailed assessments of successful applications focussing on participating/sponsoring countries' needs (smart meters, SMEs, transport, building retrofits); (4) create an internationally validated monitoring and evaluation template; and (5) break down silos and enable mutual learning on how to turn good theory into best practice.

The Task consists of 5 Subtasks:

- Subtask I – Helicopter overview of models, frameworks, contexts, case studies and evaluation metrics
- Subtask II – In-depth analysis in areas of greatest need
- Subtask III – Evaluation tool for stakeholders
- Subtask IV – Country specific project ideas, action plans and pilot projects
- Subtask V – Expert platform

Throughout the whole Task the expert platform will be used for project coordination and design.

Progress against objectives during the past six months include: Subtask 1 – an overview of definitions used in Subtask I including how they were derived; (2) developed templates to collect models and case studies have been completed and filled in by national experts; (3) inventory of models, countries and domains have been collected; (4) a framework to categorise templates adapted from Chatterton and Wilson (2011) have been completed; (5) a Wiki has been set up to collect and analyse templates; (6) interviews have taken place with energy professionals telling their 'energy stories'; (7) energy stories from participating countries have been collected; and (8) 2 national workshops have been held to continue discussion on models of understanding behaviour.

Further, (1) the Expert Platform has continued to grow, and all content from the workshops and Subtasks has been uploaded; (2) Wiki has also been connected to the platform. Engagement and 'matchmaking' among Experts has been fostered and a stakeholder engagement plan has been developed; and invitations have been sent out to the Advisory group.

Task 24 has produced a number of publications and given presentations at various conferences and workshops during the past six months, to disseminate and discuss the Task and results. The Task is also widely disseminated and publicised online, via social media and social networks. Furthermore, stakeholder workshops and webinars were organised in conjunction with each project meeting to discuss behaviour change topics relevant to the host country of the meeting.

Work planned for the next six months will include: (1) a WIKI of models, contexts and evaluation metrics; (2) analysis and interactive report-back; (3) collection of case studies and best practice in four overarching themes; (4) a template will be developed to enable better evaluation of successful behaviour change outcomes; and (5) a paper on Task 24 will be presented at the ecee Summer Study June 2013.

Planned meetings, both face-to-face and online in the next six months are: (1) 2-monthly webinars with national experts; (2) an expert workshop in Norway May 23-24; and (3) an expert workshop in Switzerland 15-16 October 2013.

In the next six months Sea Rotmann will visit RSE, Italy and Energy Savers, United Arab Emirates, (UAE) to encourage them to join the Task.

The Executive Committee members were positive to a request from the Operating Agent, to increase the time of the Task till December 2014 which would allow newcomers to join and time enough for the Task to hold workshops in all participating countries, including stakeholder analyses (necessary for Subtask 4) and case study

collections (Subtask 2). Countries that have been participating from the beginning will receive their deliverables as promised at the outset.

South Africa would like to join the Task when they join the DSM IA.

The Executive Committee members **approved** the Task Status Report and an extension until December 2014.

#### **DECISIONS:**

- Executive Committee members **approved** the Task Status Report
- Executive Committee members **approved** an extension until December 2014

#### **Task 24 – Extension - Closing the loop: Behaviour change in DSM – from theory to policies and practice**

The proposal for an extension on Task 24 - Behaviour Change in DSM was provided on pages 58 – 73 in the Pre-Meeting Document and was presented by Sea Rotmann, New Zealand and Ruth Mourik, the Netherlands.

Sea Rotmann started her presentation by stating that she has been told again and again that Task 24 is very timely and important and asks the right questions from the right audience. From feedback collected during Task 24 workshops and from experts it is evident that Task 24 is successful when it comes to: (1) bringing together a vast range of highly engaged experts from every sector involved in changing energy using behaviours; (2) breaking down silos between the different stakeholders; (3) having a very wide scope, befitting the complexity of the topic; (4) ‘matchmaking’ experts from different sectors; (5) publicising Task 24 and the IEA DSM IA; (6) developing creative ways of disseminating Task 24 work; and (7) engaging the Task expert network to support work in the various Subtasks.

Despite these successes, there still remains a lot of work to be done, and so far the Task has only begun to scratch the surface of this most complex problem. Task 24 is aware of all the questions but so far only has a few concrete answers. These are some of the reasons why an extension of Task 24 is necessary and highly pertinent.

#### **Proposed new work**

##### **The following Subtasks are proposed:**

Subtask 5 – Continued Expert Platform

Subtask 6 – National DSM Experts and Stakeholder Analysis

Subtask 7 – Top DSM issues per participating country

Subtask 8 – Training sessions for intermediaries in participating countries

Subtask 9 – Implementation, evaluation, iteration of pilots, programmes or policies designed in Subtask 8

Throughout the extension the expert platform will be used for project coordination, design, ExCo feedback and reporting.

The deliverables include:

- *Subtask 5* - social platform and meeting place for DSM and behaviour change experts and implementers
- *Subtask 6* – expert network listing all national experts and their details, and a repository of all relevant DSM/behaviour work per country
- *Subtask 7* - list of top 3 DSM issues per country, including analysis of case studies elsewhere, and list of 20 efficiency and conservation behaviours and approximate contribution to a country’s load management
- *Subtask 8* – training module for country stakeholders
- *Subtask 9* – support on design, implementation, evaluation and iteration of national policies, programmes or pilots.

An expert time of approximately 2 person-months a year is estimated.

The Executive Committee members found that the proposal has interesting merits. There were positive comments expressed by Finland, Italy, New Zealand, the Netherlands, Switzerland, RAP, US, South Africa and Sweden.

Most of the Executive Committee members thought that the existing Task needs to be evaluated first. A modular structure was suggested meaning that there should be one compulsory part and one that could be depending on participants “wishes”. The budget structure needs a revision.

Executive Committee members **decided** that the proposal should be developed further and the budget structure should be revised and be presented at the next ExCo meeting in October 2013.

**DECISION:**

- Executive Committee members **decided** that the proposal should be developed further and the budget structure should be revised and be presented at the next ExCo meeting in October 2013.

**ACTION:**

- Operating Agents should develop the proposal further and the budget structure should be revised

### 3. CURRENT TASKS – LOAD LEVEL CLUSTER

#### Task 16 – Competitive Energy Services – Energy Efficiency and Demand Response Services

The Task 16 Status Report on Competitive Energy Services Phase II –was provided in attachment B in the Pre-Meeting Document and was presented by Jan Bleyl, Graz Energy Agency Ltd., Austria

Jan Bleyl started his presentation by stating that in order to contribute to the development and implementation of innovative and competitive energy services the objectives of Task 16 – Phase III are a continuation of the general Task objectives. Five countries participate in Phase III, Belgium, Korea, the Netherlands, Sweden and Switzerland.

Some of the accomplishments during the past six months include: (1) preparation of the 14<sup>th</sup> Experts meeting to be held in Toulon, France, back to back with the eceee Summer Study; (2) preparation of the 14<sup>th</sup> Task 16 stakeholder workshop, the topic of the workshop is “The Role of Facilitators for ESCo market development; (3) present Task 16 findings at the eceee 2013 Summer Study; (4) present a jointly prepared paper by Experts titled “A Role for Facilitators to play” at the eceee 2013 Summer Study; (5) follow up the implementation of individual national activity plans to develop energy service markets; (6) disseminate publications and hold presentations.

In the past six months the Operating Agent has: (1) participated in two fact-finding missions to South Africa with the goal to provide advice on how to structure and support ESCo market development activities in South Africa; (2) presented the idea of an “ESCo University” at a pre-conference workshop at the ESCo Europe conference 2013; (3) supported a start-up ESCo in Croatia; (4) participated in a national seminar on “Implementing Energy Efficiency. Energy Contracting vs. in house implementation” for potential new ESCo customers in Vienna; (5) and exchanged information with other ingoing energy service projects (IEA ECBCS and IEA IETS).

Work planned for the next six months includes: (1) Hold the 14<sup>th</sup> experts meeting and stakeholders workshop in Toulon, France; (2) continue research on Demand Response Energy Services and possible business models as an additional source of income for ESCos; (3) cooperate with a new Annex in IEA ECBCS on Comprehensive Building Refurbishment; and (4) preparation of the next Think Tank topics.

During the next six months the following preparation of planned publications and presentations will take place: (1) presentation at the eceee Summer Study; (2) drafting of ESCo market development support activities for South Africa; (3) participate in energy manager training for State Grid China on behalf of GIZ, Germany; apply for a publication on the Integrated Energy Contracting Model in a peer reviewed journal; (4) participate in a national seminar on “Implementing Energy Efficiency. Energy Contracting vs. in house implementation” for potential new ESCo customers in Vienna; (5) Know-how transfer and supervision of a start-up ESCo in Croatia; (6) continue cooperation with other on-going energy service projects (IEA ECBCS and IEA IETS); and continue work on simplified measurement & verification of energy savings (a Think Tank topic) possibly with resources from Task 21.

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

**DECISION:**

The Executive Committee:

- approved the Task Status Report

**Task 20 – Branding of Energy Efficiency**

The Task Status Report for Task 20 – Branding of Energy Efficiency was provided on pages 79 – 83 in the Pre-Meeting Document and was briefly presented by Rob Kool. The Operating Agent was unable to attend the meeting.

The Operating Agent is in the process of developing 8 to 9 case studies on best practices in branding of energy efficiency. These case studies will be used to identify the best practices in branding of energy efficiency and will be part of the proposed report on “Best Practices in Branding Energy Efficiency”. As proposed earlier the report on Subtask 5 will be ready by the end of April 2013 and will be presented at the Executive Committee meeting in October 2013.

**DECISION:**

The Executive Committee members:

- approved the Task Status Report

**Task 21 – Standardisation of Energy Saving Calculations**

The Status Report on Standardisation of Energy Saving Calculations was provided on pages 75 - 78 in the Pre-meeting Document and was presented by Harry Vreuls, NL Agency, the Netherlands.

Harry Vreuls stated that the main results of Task 21 work were presented at the Executive Committee meeting in Espoo, Finland. These main results included: (1) experiences in countries with energy savings calculations for selected technologies and the usefulness of the template for documenting energy savings calculations; (2) summaries of findings for the selected technologies; (3) harmonisation for energy savings calculations and key elements; (4) guidelines for energy savings calculations; and (5) future development/improvements for harmonisation of energy savings calculations.

Shortly after the Executive Committee meeting in Espoo, Finland the country reports as well as summaries for the case applications were published on the DSM web site.

At the Executive Committee meeting in Espoo, Finland, additional work within Task 21 was proposed: (1) in the area of developing case applications for selected additional technologies as input for the follow-up of the EU/ISO standardisation work; (2) use EU MS descriptions for energy savings calculations for alternative measures in the EED and the US experiences for next steps in harmonisation for documenting energy savings calculations in combination with needs in the Pacific regions; and (3) develop case applications and evaluations for packages of P&M.

Discussions with Experts revealed that this is not the correct time to start a new Subtask. When it becomes more clear in Europe (by the end of 2013) which policies and measures the EU countries will (continue) to implement for energy savings for reaching the target set in the EED and the US uniform project has its outputs, there is a better understanding whether IEA work has additional value and if experts time will be available. The Operating Agent will follow the developments and inform the Executive Committee members when the time is right to put forth a proposal for new work, or close down the Task.

Work planned for the next six months includes: (1) contribute to the Spotlight Newsletter; (2) update the DSM website; (3) update and prepare new flyer; (4) distribute reports; (5) continue to cooperate with ISO; (6) search for support for potential new Subtask, and (7) present Task results at the IEPEC meeting in Chicago in August 2013.

The Operating Agent further informed the Executive Committee members that the Task will be finalised within the budget and a part of the budget has been set aside for communications actions after the finalisation of the Subtasks. Some of the time may also be used for preparing a new Subtask.

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

#### **DECISION:**

The Executive Committee members:

- **approved** the Task Status Report
- **agreed** that the Operating Agent should prepare a new Subtask when the time is right

#### **ACTION:**

- Prepare a new Subtask when the time is right

## **6. PROGRAMME VISIBILITY**

### **Programme Visibility Report**

The Programme Visibility Report was presented by Sea Rotmann and was provided on pages 108 – 111 in the Pre-Meeting Document.

Sea Rotmann reminded the Executive Committee members that the members of the Visibility Committee are the Chairman, Rob Kool; Chairman of the Visibility Committee Sea Rotmann; the Executive Committee representative Harry Vreuls, the Webmaster, Matt Alexander; the Spotlight Newsletter Editor; Pam Murphy, the Executive Secretary, Anne Bengtson and the Operating Agent representative Harry Vreuls. The Visibility Committee members did not meet in Utrecht, prior to the Executive Committee meeting.

### **Annual Report**

The 2012 Annual Report including a Theme Chapter on “Smartness Requires DSM” was made available electronically to Executive Committee members, the EUWP and EEWP on 31 January 2013 and uploaded to the DSM web site. Hard copies (250) were sent out in March. Executive Committee member should ensure that copies are widely distributed to all interested parties.

### **Spotlight**

One issue of the Spotlight Newsletter has been published and posted in the past six months on the IEA DSM website and distributed electronically. Executive Committee members were reminded that the Spotlight Newsletter is designed to be printed off the website and distributed widely.

Article topics in the 47th Spotlight issue were:

- New Member: European Copper Institute Joins DSM Programme European Copper Institute Joins DSM Programme
- Note from the Chairman: Energy Efficiency – who is afraid of the “M” word?
- Task 24: The Netherlands holds 3<sup>rd</sup> Behaviour Change Workshop
- Case Study: Energy Australia Pricing Strategy Study – Australia

Issue 48/March 2013 was delayed until late April because of too little and late input from the Chairman, Executive Committee members and Operating Agents.

The next issue of the Spotlight Newsletter will be distributed in April 2013. Sea pointed out that four issues of the Spotlight are scheduled throughout the year. However, this is only possible if everybody contributes. The programme 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 49/June 2013 – articles due 10 May 2013

Issue 50/September – articles due 10 August 2013

Issue 51/December – articles due 10 November 2013

## 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 4 years. The brochure is now being 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 as appropriate. Sea Rotmann pointed out that the flyers are continuously updated and that it is important to visit the web site 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 October 2012.

During 2013 brochures have been distributed at the workshop in Utrecht.

The Executive Committee members said that they found the brochure helpful. More brochure covers can be ordered from Anne Bengtson [anne.bengtson@telia.com](mailto:anne.bengtson@telia.com)

## Key Publications

During the past six months no key publications have been added to the website. Executive Committee members and Operating Agents were reminded that it is up to them to nominate publications to become "key", to the Visibility Committee Chairman Sea Rotmann.

The following final reports have been added to the web site section "[Latest reports](#)" in the past six months:

Task 17 - **Subtask 5 Report No.1** - Full electric and plug-in hybrid electric vehicles from the power system perspective

Task 17 - **Subtask 5 Report No.2** - Micro-CHP technologies for distributed generation

Task 17 - **Subtask 5 Report No.3** - Heat pumps for cooling and heating

Task 17 - **Subtask 5 Report No.4** - Photovoltaic at customer premises

Task 17 - **Subtask 5 Report No.5** - Smart metering

Task 17 - **Subtask 7 Report** - Stakeholders involved in the deployment of micro generation and new end-use technologies

Task 17 - **Subtask 8 Report**: Assessment of the quantitative effects on the power systems and stakeholders - case studies from Austria and Finland

Task 17 - **Subtask 9 Report** - Summary and conclusions

## Web site

In 2012 the web site was updated with new features such as:

- A columns section to allow approved articles of relevance by members and third parties to appear on the web site home page
- Addition of a calendar of events on the web site home page
- Addition of drop down menus on the main menu, displaying subpages within each section
- Addition of a press release section on the web site home page
- Addition of a news section on the web site home page
- Addition of a workshop section

Despite these updates the web site performs as a 90's 1.0 web site instead of a modern 2.0 web site, and functions mainly as a library for the DSM Programme, as other functions are less developed. While there is an incredible amount of valuable information on the web site, it is difficult to find and Operating Agents find the web site very user-unfriendly.

Sea continued to say that the DSM University should sit on a new 2.0 designed web site that works for all the Operating Agents and gives them a strong platform as part of a real value added as to why people would want to come to the web site, use it and why they would want information from it.

The statistics provided by Solstice for the past year revealed that the web site is a hugely viewed site, but when you delve into the stats a bit more and look at the appendices, the turnover is less than 1% of people finding reports and actually downloading them. At present the web site can't be used for anything else than storing reports, presentations etc. and it was decided that it is not working for the DSM Programme.

The Executive Committee members **decided** that the Visibility Committee should draft a web site definition where as a minimum the following is looked at:

- serve as a library
- information on Implementing Agreement and IEA
- work in on-going Tasks
- share information (Spotlight, Annual Report, Task Flyers)
- basic communication with professional users (to be determined by the different Tasks)
- outreach (DSM University)

A limited definition phase was decided upon, and a maximum of € 7500 contribution from the Common Fund was also agreed for the definition phase. It was further decided that a tender be developed to bid on.

It was also decided that the Legal Annex text for each Task needs to be defined more clearly and include updates of Task flyers along with the Annual report and adjust Task descriptions when Tasks become inactive.

### **Communications Plan**

Jos Wassink, an intern at NL Agency, presented a communications plan for the DSM Programme titled: Creating a message? – Communication in a new media era. The presentation can be found on the [DSM web site](#). See also Attachment F.

#### **DECISION:**

The Executive Committee:

- **decided** that the Visibility Committee should draft a web site definition, during a limited definition phase and develop a tender to be bid on. Present the definition and tender at the next Executive Committee meeting.
- **decided** that the Legal Annex text for each Task need to be more clearly defined
- Include web statistics every six months for all Tasks via the Pre-Meeting Document

#### **ACTION:**

- Visibility Committee to draft web site definition, and develop tender
- Operating Agents to update more clear definition in Legal Annex text of their Task
- Solstice to provide web statistics every six months for all Tasks to Anne Bengtson for inclusion in the Pre-Meeting Document

## **7. FUTURE OF THE DSM PROGRAMME –SPECIAL SESSION**

The session on the Future of the DSM Programme – “End-of-Term Report - New 5 year period”, was conducted by the Chairman, Rob Kool and Advisor Hans Nilsson. A draft report was provided on pages 84 – 107 in the Pre-Meeting Document.

The main purpose of the End-of-Term Report is to provide the End Use Working Party (EUWP) members with information about the Demand Side Management Implementing Agreement, highlight the results and raise the profile of the Agreement to attract interest from both Member and non-Member countries to consider participation in the Agreement.

It was decided that the application for a new 5-year term should be developed based on the discussion that took place during the meeting. The application needs to be more active on behavioural issues and it was stressed that the technical ‘potential’ for energy efficiency (both load shape and load level) is well established but there is a need to raise the ‘acceptance’. There is also a need to notice planning issues and issues of business development.

DSM may have to be explained by a subtitle to the Agreement and “**Guidance for prosumer implementation**” was suggested since that would also highlight the role of local (distributed) supply.

The Executive committee members **decided** that the Chairman and Advisor should continue work on the End-of-Term report.



**DECISION:**

- The Chairman and Advisor should continue working on the End-of-Term report and take Executive Committee member's suggestions into account.

**ACTION:**

- Chairman and Advisor should continue work on the End of Term report

**8. ADMINISTRATIVE MATTERS**

**2012 Financial Report**

Hyeong-Jung Kim, Chairman of Finances prepared the financial report together with Anne Bengtson, for the calendar year 2012, as was agreed upon at the 40<sup>th</sup> Executive Committee meeting. The budget remained the same as reported on at the 40<sup>th</sup> ExCo meeting. The Financial report was provided in Part II of the Pre-Meeting Document.

**Common Fund Payments**

Several countries have not paid their 2013 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.

**DECISION:**

- The Executive Committee members **approved** the Financial Report 2012.

**ACTION:**

- Keep reminding those who have outstanding payments

**Plans for the Forty Second Executive Committee meeting**

Markus Bareit, offered to arrange the Forty Second Executive Committee meeting in Lucerne, Switzerland. The agreed dates are 16 – 18 October. A workshop will be held on 16 October and the Executive Committee meeting will be held on 17 -18 October 2013.

**Plans for the Forty Third Executive Committee meeting**

Sea Rotmann on behalf of Paul Atkins, New Zealand, offered to arrange the Forty Third Executive Committee meeting in Wellington, New Zealand, in March 2014.

**9. OTHER MATTERS**

None

The Executive Committee members thanked Rob Kool, for the excellent meeting arrangements and the Chairman adjourned the meeting.

**ACTION ITEMS RESULTING FROM THE FORTY FIRST EXECUTIVE COMMITTEE MEETING  
OF THE DSM PROGRAMME**

*25-26 April, 2013 – Utrecht, the Netherlands*

<i>WHO</i>	<i>ACTION</i>	<i>WHEN</i>
Outstanding countries	Pay Common Fund invoice for 2013	ASAP
Rob Kool	Maintain contacts with Saudi Arabia, South Africa, Kuwait, Thailand, UAE, Eurelectric, Edison Electric Institute.	ASAP
Rob Kool	Contact Schneider Electric and confirm their intent to become Sponsors	ASAP
Hans Nilsson Hans de Keulenaer	Move forward with the DSM University as propose	ASAP
Matthias Stifter René Kamphuis	Continue the development of Task 17 Phase III – and present at the next ExCo meeting	ASAP
Beth Karlin Sea Rotmann	Develop a concept proposal on proposed Task 25: Market Characterisation and Potential of Home Energy Management (HEM) Technology, and present at the next ExCo meeting	ASAP
Sea Rotmann Ruth Mourik	Develop the Task 24 extension proposal further – and revise the budget structure, present at next ExCo meeting	ASAP
Harry Vreuls	Prepare a new Subtask when the time is right	
Rob Kool	Contact ACEEE and ecee 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
Rob Kool Hans Nilsson	Continue work on the End of Term report and Strategy	ASAP
Hans Nilsson Sea Rotmann	Develop a plan on how the DSM Visibility Committee and the DSM University can collaborate	ASAP
Visibility Committee	Draft a web site definition and develop tender	ASAP
Operating Agent	Update a more clear definition in legal Annex text of their Task	ASAP
Solstice	Provide web statistics every six months	ASAP
ExCo members	Seek funding for the Task 17 extension	ASAP
Seppo Kärkkäinen	Write two articles for the Spotlight Newsletter highlighting the results of Task 17 Phase II, 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
Balawant Joshi	Produce final report by next Executive Committee meeting	ASAP
Operating Agents	Include 1-2 slides in the presentation, highlighting the main findings to date in their respective Task(s).	Present at next ExCo meeting
Harry Vreuls	Further develop the proposal for a potential new Task 21 extension – Subtask 5. Follow up interest for the extension.	Present at next ExCo meeting
Sea Rotmann	Develop a communications strategy for the DSM programme. Support development of individual communications and dissemination plans for all Tasks	Present at next ExCo meeting
ExCo members	Review website regularly and suggest further developments	On-going

Cont. Action Items

ExCo members	Suggest topics for the Spotlight Newsletter and provide input for those articles	ASAP
Pam Murphy	Distribute issues of the DSM Spotlight Newsletter	June 2013 September 2013
Anne Bengtson Markus Bareit	Prepare administrative details for the Forty Second Executive Committee Meeting in Lucerne, Switzerland	ASAP
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 13 September 2013
Matthias Stifter René Kamphuis	Prepare Task Status report on Task Definition Phase III and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Sea Rotmann Beth Karlin	Prepare concept proposal Task 25: Market Characterisation and Potential of Home Energy Management (HEM) Technology, and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Jan Bleyl- Androschin	Prepare a Task Status Report for Task 16 Phase III and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 213 September 2013
Rob Kool	Prepare PPC progress report and send to Anne Bengtson for inclusion in the Pre-meeting Document (PMD)	Friday 13 September 2013
Harry Vreuls	Prepare a Task Status Report on Task 21 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Balawant Joshi	Prepare a Final Task Report on Task 20 “Branding of Energy Efficiency” and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Linda Hull	Prepare Task Status Report Task 23 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 22 September 2013
Sea Rotmann Ruth Mourik	Prepare Task Status Report Task 24 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Sea Rotmann Ruth Mourik	Send proposed Task 24 extension and revised budget to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Hans Nilsson	Further develop the proposal on a DSM University and present at the next ExCo meeting – send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 13 September 2013
Hyeong-Jung Kim	Prepare Financial report and send to Anne Bengtson for inclusion in the Pre-Meeting Document	Friday 13 September 2013
Anne Bengtson	Prepare Visibility Committee Report for inclusion in the Pre-Meeting Document	Friday 13 September 2013
Operating Agents	Prepare Task Information Plans and include in each Task Status Report.	On-going
Solstice	Provide statistics for every Task every six months, send to Anne Bengtson for inclusion in the Pre Meeting Document	Friday 13 September 2013
Anne Bengtson	E-mail pdf file of Pre-meeting Document for the Forty Second ExCo meeting to the Executive Committee members and Operating Agents.	Sunday 20 September 2013

APPENDIX 1

Participant	TASKS <sup>1</sup>								
	In force						Under preparation		Proposed Task
	16 ext.	17	20	21	23	24	17 ext.		25
	Competitive Energy Services Phase III – Energy Efficiency and Demand Response Services	Integration of DSM, Distributed generation,	Branding of Energy Efficiency	Energy Standards	DSM in delivering smart grids	Closing the Loop: DSM From Theory to practice	Integration of DSM, Distributed Generation Phase III	DSM University	Market Characterisation and Potential of Home Energy Management (HEM) Technology
Australia									
Austria	X	X				◆	◆	◆	
Belgium	X					X			
Finland		X				◆	◆	◆	
France		X	X	X					
Greece									
India	X		X						
Italy						X			
Korea	X			X	X		◆	◆	
Netherlands	X	X		X	X	X	◆	◆	
New Zealand						X			
Norway	◆			X	X	X	◆	◆	
<i>Saudi Arabia</i>						◆		◆	
<i>South Africa</i>				◆					
<i>Thailand</i>									
Spain	X	X	X	X					
Sweden	X				X	X	◆	◆	
Switzerland	X			X		X	◆		
United Kingdom,					X	◆		◆	
United States			X	X					
RAP *						◆		◆	
European Copper Institute*		◆						◆	
<b>OPERATING AGENT (OA)</b>	Jan W. Bleyl-Androschin	Seppo Kärkkäinen	Balawant Joshi	Harry Vreuls	Linda Hull	Sea Rotmann – Ruth Mourik	Matthias Stifter René Kamphuis	Hans Nilsson Hans de Keulenaer	Sea Rotmann and Beth Karlin

Participates = X  
Interested = ◆  
Sponsor = \*

<sup>1</sup> All entries on interest and participation for initiated and proposed Tasks are interpretations of the more elaborated responses given by countries and recorded with their details in the final minutes

## ATTACHMENT A

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\*Participants at the Executive Committee meeting 25-26 April 2013, Utrecht, the Netherlands

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## **DSM Implementing Agreement on Demand Side Management Technologies and Programmes – Operating Agents**

\* Participated at the Executive Committee meeting 24 – 26 April, 2013, in Utrecht, the Netherlands.

### **Task 16 – Energy Performance Contracting - Competitive Energy Services Operating Agent**

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### **Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages Operating Agent**

Seppo Kärkkäinen (retired)

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### **Task 20 - Branding of Energy Efficiency Operating Agent**

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Operating Agent**

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Operating Agent**

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**ATTACHMENT B**  
**IEA Demand-Side Management Programme Forty First Executive Committee Meeting**  
*24 – 26 April, 2013, Utrecht, the Netherlands*

## AGENDA

**Wednesday 24 April, 2013**

09:30 – 16:30 **WORKSHOP:** "Current issues in Demand Side Management"  
18:00 – 20:00 **Operating Agents Meeting**

**Thursday 25 April, 2013**

09:00 – 10:30

**1. GENERAL BUSINESS/WELCOME**

1a. Welcome – *Rob Kool*

1b. **ExCo approval** of the Agenda

DOC A

1c. **ExCo approval** of the Fortieth ExCo meeting Minutes

Distributed earlier

1d. Status of the Implementing Agreement

1e. IEA Relations

- Secretariat news

ATT A

- Contacts with country representatives

- Contacts with possible sponsors/ new participants

*Rob Kool, Steve Heinen, Desk Officer*

- IA relations, BCG and ECG, *Rob Kool*

**2. OPERATING AGENTS MEETING**

2a. Operating Agents meeting report – *Rob Kool*

10:30 – 11:00

**Coffee Break**

11:00 – 12:30

Report from the Project Preparatory Committee (PPC)  
*Rob Kool, Hyeong-Jung Kim, Hans Nilsson*

DOC B

**3. NEW WORK**

3a. Development of a DSM University - *Hans Nilsson*  
*Hans de Keulenaer*

DOC C

Presentation South Africa –  
*Barry Bredenkamp (TBC)*

12:30 – 13:30

**lunch**

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

1. Decide to **initiate the new Task** based on work done to date.
2. 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.
3. 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.
4. Decide to pursue the subject in co-operation with other parties within the IEA or elsewhere
5. Rejection (or moth-balling)

14:00 – 16.00 (Incl. coffee break)	<b>4. CURRENT TASKS – LOAD SHAPE CLUSTER</b>	
	4a. Extension Task 17 – Integration of DSM with other Distributed Energy Resources – Phase 3 <i>Matthias Stifter</i>	DOC E
	4b. Task 23 - Role of the Demand Side in Delivering Effective Smart Grids – Task Status Report, <i>Linda Hull, EA Technology, United Kingdom</i>	DOC F
	4c. Task 24 Closing the loop – Behavior change in DSM: From theory to policies and practice <i>Sea Rotmann, EECA, New Zealand, Ruth Mourik, Duneworks, the Netherlands</i>	DOC G
	Extension Task 24 – <i>Sea Rotmann and Ruth Mourik</i>	DOC H
16:30 – 18:30	<b>5. CURRENT TASKS – LOAD LEVEL CLUSTER</b>	
	5a. Task 16 – Phase III Demand Response (for Smart Grids): Business Cases and Energy Services, and ESCo’s as potential allies for the system's operation (DR mechanisms) - <i>Jan W. Bleyl, Energetic Solutions, Austria</i>	DOC I
	5b. Task XXI – Standardisation of Energy Efficiency Calculations -Task Status Report – <i>Harry Vreuls, NL Agency, Netherlands</i>	DOC J
	5c. Task XX – Branding of Energy Efficiency Services, Task Status Report, <i>Balawant Joshi, ABPS Infra, India</i>	DOC K
<b>Adjourn</b>	Hosted dinner 19:30	
<i>Friday 16 November, 2012</i>		
<b>8:30 – 12:30</b> (incl. coffee break)	<b>6. FUTURE OF THE DSM PROGRAMME –</b>	
	6a. Report from the workshop	
	6b. Discussions regarding the application for another 5 year term	
<b>12:30 – 13:30</b>	<b>Lunch</b>	
<b>13:30 – 14:30</b>	<b>7. PROGRAMME VISIBILITY</b>	
	7a. Programme Visibility Report, <i>Rob Kool</i>	DOC O
	Website statistics	ATT B
	Communications Plan <i>Johannes Wassink/Sea Rotmann</i>	
	Website <i>Matt Alexander</i>	
	<b>8. ADMINISTRATIVE MATTERS</b>	
	8a. Financial Report 2012, <i>Hyeong-Jung Kim</i>	DOC P
	Accountax Status Report	ATT C
	5 year summary of account status	ATT D
	8b. Status of Common Fund payments – <i>Hyeong-Jung Kim</i>	DOC Q
	8c. <b>ExCo approval</b> of Forty Second ExCo meeting in Switzerland	

## ATTACHMENT C

### Glossary

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



<b>JFS</b>	Japan Facility Solutions (Japanese Sponsors participating in Task XVI)
<b>KIER</b>	Korea Institute of Energy Research
<b>NEET</b>	New and Emerging Environmental Technologies (IEA networking project - Gleneagles G8)
<b>NRDC</b>	National Development and Reform Commission, China
<b>PMD</b>	Pre-Meeting Document
<b>PVPS</b>	Implementing Agreement on Photovoltaic Power Systems
<b>REEEP</b>	Renewable Energy and Energy Efficiency Partnership
<b>SANERI</b>	South African National Energy Research Institute
<b>SHC</b>	Implementing Agreement on Solar Heating and Cooling
<b>TSO</b>	Transmission System Operators

Richard H. Jones  
Deputy Executive Director

IEA/DexD(2013)21

Paris, 19<sup>th</sup> March 2013

To all IA Chairs cc ExCos secretaries

As was announced on 20 February 2013 by the Chair of CERT to CERT delegates, I would like to bring to your attention that Anne Lechartier, who has been your main contact point at the IEA for the past 8 years, will reach the OECD mandatory retirement age and leave the IEA at the end of April 2013.

I am very proud that the IEA, through Anne, has been able to provide all Implementing Agreements a level of service that you have come to use and appreciate over the years. However, this year marks the fifth year running that the IEA core budget has been fixed at the same level. By the end of the current budget biennium (2013-2014) we will have had 6 years of zero nominal growth, in spite of a steady increase in many of our operating expenses. As a result, Anne will not be replaced. This does not mean that we do not value or understand the importance of what the IEA Implementing Agreements do. It just means that we had to make hard choices among several important competing priorities, Agency-wide.

However, because we recognize the importance of the Implementing Agreements, we would like to find a way for you to continue receiving the same service. I am, therefore, writing to ask you all to consider contributing a small amount financially to enable Anne to carry on assisting the Implementing Agreements after her retirement at least for the remainder of this biennium. She could do this as a consultant engaged by one of the IA operating agents and funded by as many of the Implementing Agreements as possible. If our Member countries grant us a larger budget for the next biennium or if we are able to find alternative ways of funding, we would hope to be able to restore her position in 2015, although we would of course not be able to engage Anne herself.

We would anticipate a contribution in the order of €2,000 per Implementing Agreement per year should you all take part. The Secretariat would be prepared to contribute €20,000.

I hope you will find merit in this proposal. I look forward to hearing from you at your earliest convenience. Should one of your operating agents wish to volunteer to provide Anne an administrative home, that would be most welcome.

Yours sincerely,



Ambassador Richard H. Jones

Från: **Rob Kool**  
Ämne: RE: Rearrangement OLC and Anne Lechartier  
Datum: 25 april 2013 15:01:56 CEST  
Till: Richard.JONES@iea.org  
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Dear Ambassador Jones,

At the 41th IEA DSM EXCO in Utrecht on the 24<sup>th</sup> of April, we discussed your proposal to contribute the \$ 2000 to hire Mrs. Lechartier after her retirement. We concluded that agreeing with this proposal will lead us on a path from which we don't know where it will be heading us.

We think that your request should be seen in a context of a long-ranging deterioration of relations between the Implementing Agreements (IA) and the secretariat, which can be seen in the fact that the secretariat desk officers are less and less allowed to participate in IA meetings.

The IEA was once set up as a way to pool R&D resources between countries and the IAs is the most obvious means for this, involving several thousands of experts globally. We think that today when implementation of activities is getting more and more urgent that there must be a much closer collaboration between the secretariat and the IAs. Such a close collaboration should enhance the secretariat impact and should be default and not be a random activity.

What is now suggested that we should not only have less service/contact with the secretariat but also pay extra for what there is left seems to us a paradigm shift that should not be accepted without a deliberate change in the modus operandi of the IEA family.

So we won't say yes to your proposal. We called upon our members to put this on the agenda of CERT and the Governing Board and look for a solution that has a structural character.

Kind regards/Groet,

**Rob P. Kool**  
Chair IEA DSM Implementing Agreement

Manager Energy & Climate Cooperation Europe

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*NL Agency is an agency of the ministry of Economic Affairs, Agriculture & Innovation. NL Agency implements policy for several ministries and the EU on the topics sustainability, innovation and international. NL Agency is the focal point for enterprises, knowledge centres and governments. For information and advice, finance, networking and legislation and regulation.*



NL Agency  
Ministry of Economic Affairs

# Creating a message?

Communication in a  
*new media era*

augusti 31, 2013

Jos Wassink

>> *Focus on energy  
and climate change*



## Introduction & content

- New media and Digital Culture
- Research
- Communication and new media
- Network society
- Communication strategy
- Issues and opportunities
- Discussion



## New Media and Digital Culture

Studying new media?

“Develop a well defined vocabulary about the meaning and impact of new media and digital cultures in order to become critical citizens, journalists, researchers, teachers, writers, and policy-makers of the future.”

- Goal internship
- Background
- Research





## Research

- Theoretical framework (about communication in a network society/organization)
- Analysis about the current communication strategy of DSM
- An answer to the main question: What actions should the DSM programme of the International Energy Agency take to achieve a (new) communication strategy?



## Communication and new media

New Media is social media?

- Examples impact ‘new’ media in society
- How to deal with new media?

Jensen in *Media Convergence* (2010)

*"The very idea of communication is contestable, but it is mostly not contested in either research or ordinary conversation. **It is, not least, when new media are introduced that the concept of communication comes to be contested**". (Jensen 2010:7)*





# Communication and new media

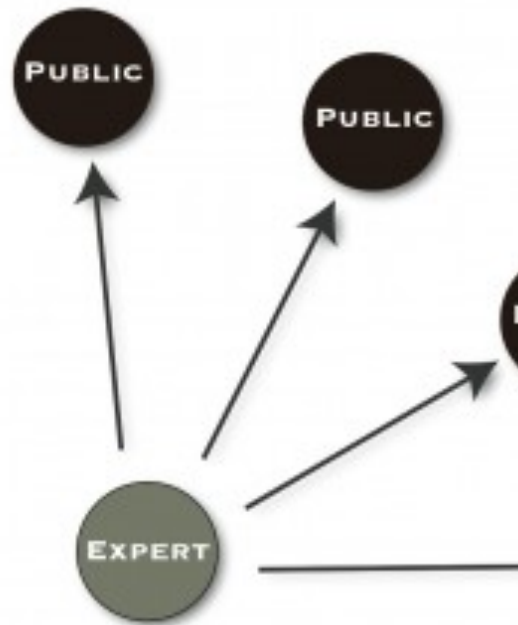
## ONE TO MANY

The role of communication

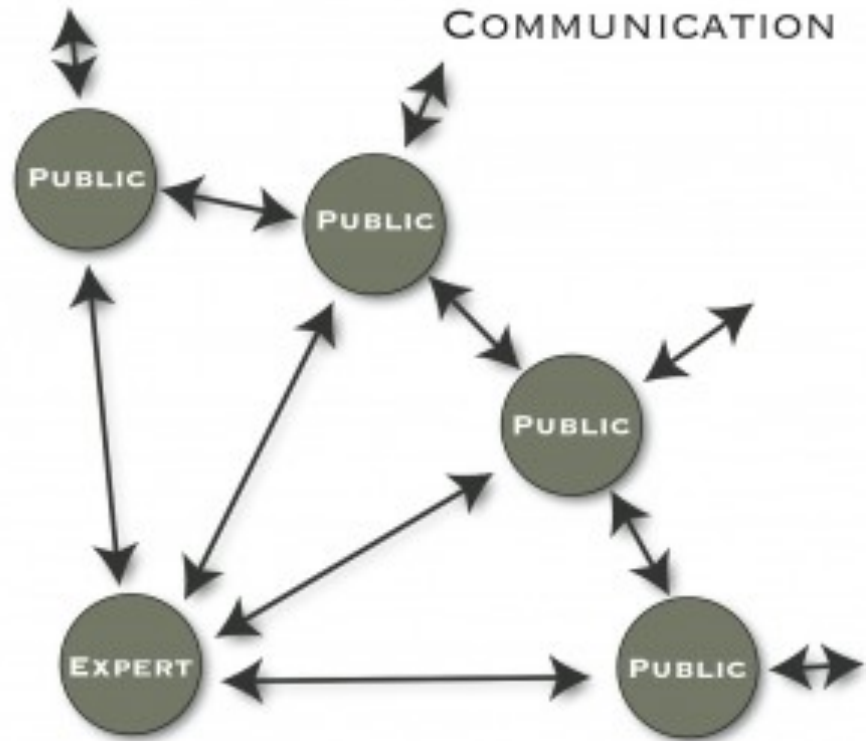
"The **stakes** of the communication addresses alternative mass of people and heartfelt

Manuel Castells

- the character of the media
- interaction in the network of the new media



## MANY TO MANY COMMUNICATION

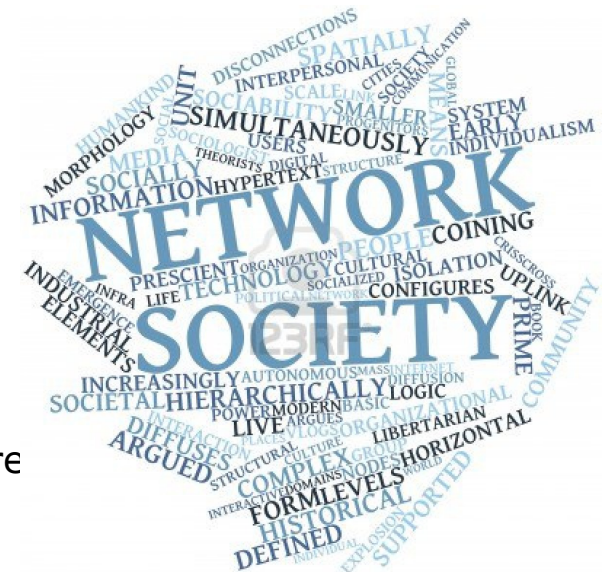




# Network society

Power in networks? Sender?

1. *Networking Power*: the power of the actors and organizations included in the networks that constitute the core of the global network society over human collectives and individuals who are not included in these global networks.
2. *Network Power*: the power resulting from the standards require to coordinate social interaction in the networks.
3. *Networked Power*: the power of social actors over other social actors in the network. The forms and processes of networked power are specific to each network.
4. *Network-making Power*: the power to program specific networks according to the interests and values of the programmers, and the power to switch different networks following the strategic alliances between the dominant actors of various networks.





## Network society

“The question of power as traditionally formulated does not make sense in the network society, but new forms of domination and determination are critical in shaping peoples’ lives regardless of their will”.

“There are power relationships at work; in new forms and with new kinds of actors”. (Castells 2010: 776)

What is power? Power in networks elaborated in two mechanisms:

1. Programmers
2. Switchers





# Network society

## 1. Programmers

- > constitute networks
- > program/reprogram networks
- > (in terms of the goals formulated)

## 2. Switchers

- > ability to connect
- > ensure the cooperation of different networks (by sharing common goals)
- > combining resources
- > fending off competition from other networks



## Network society

### Communication in a network society

- To force participants into compliance, or
- How participants/people think and related

**Important:** mental processing is conditioned by the communication environment

(mental processing: interpreting communication materials on its own terms)

Issue: there are only a few instances of simultaneous mass sharing media.  
Instead: sharing messages from multiple senders-receivers in a new communication system; versatile, diversified, and openended, it integrates messages and codes from all sources.



## Communication strategy

Communication strategy: why?

“Apparently, **standards are diminished** as a source of network power”. (Jensen 2010:780)

Everything can be digitized. It's a potential *viral diffusion*.

- positive or negative?

*Lesson*: network power, exercised by digital networks assumes a new form: the removal of control over message distribution...



# Communication strategy

- Reformats the message?
- Suitable for audience?

Communication strategy is a way not to make it 'suitable for your'

Channel	Audience	Statistics	Goal
Website <a href="http://www.icadsm.org">www.icadsm.org</a>	Not measurable	3.000 hits per day	General information
New Media (Facebook)	Open Group	85 members	Interaction and student contact
New Media (Twitter)	Open account	129 followers	Short updates
New Media (YouTube)	Everyone	0 videos – 12 subscribers	Give visual insight
Concept: DSM University	Policy and decision makers	unknown	Stimulate debate
Spotlight	People with interest	unknown	News updates
Intern documents	IEA or DSM members		Internal information

## 1. Goal

Eg. To enliven the DSM programme and make the **dissemination** of **our results** engaging and interesting to **our audience**

## 2. Analysis

## 3. Issues and opportunities ->



## Issues and opportunities

### *Content*

- Scope of the programme: it is wide/divers
- The programme is policy rated

### *Communication/tone of voice*

- People communicate in task numbers
- DSM has no elevator pitch
- + Share complex story's in short terms

### *Audience*

- People perceiving issues on their own way
- We don't know our audience (!)
- + Cater our communication to the diversity of our audience

### *Reputation*

- Experiences are not sufficiently disseminated
- + Make the website the 'go-to' place for DSM information
- + Publishing long-term knowledge and expertise and ensure it is *shared*







# Discussion

Communication goal

Ideal situation

Issues

Audience

# Market Characterisation and Potential of Home Energy Management (HEM) Technology

**Concept Proposal for IEA DSM Task 25**  
**Presented by: Beth Karlin and Sea Rotmann**



**CUSA**

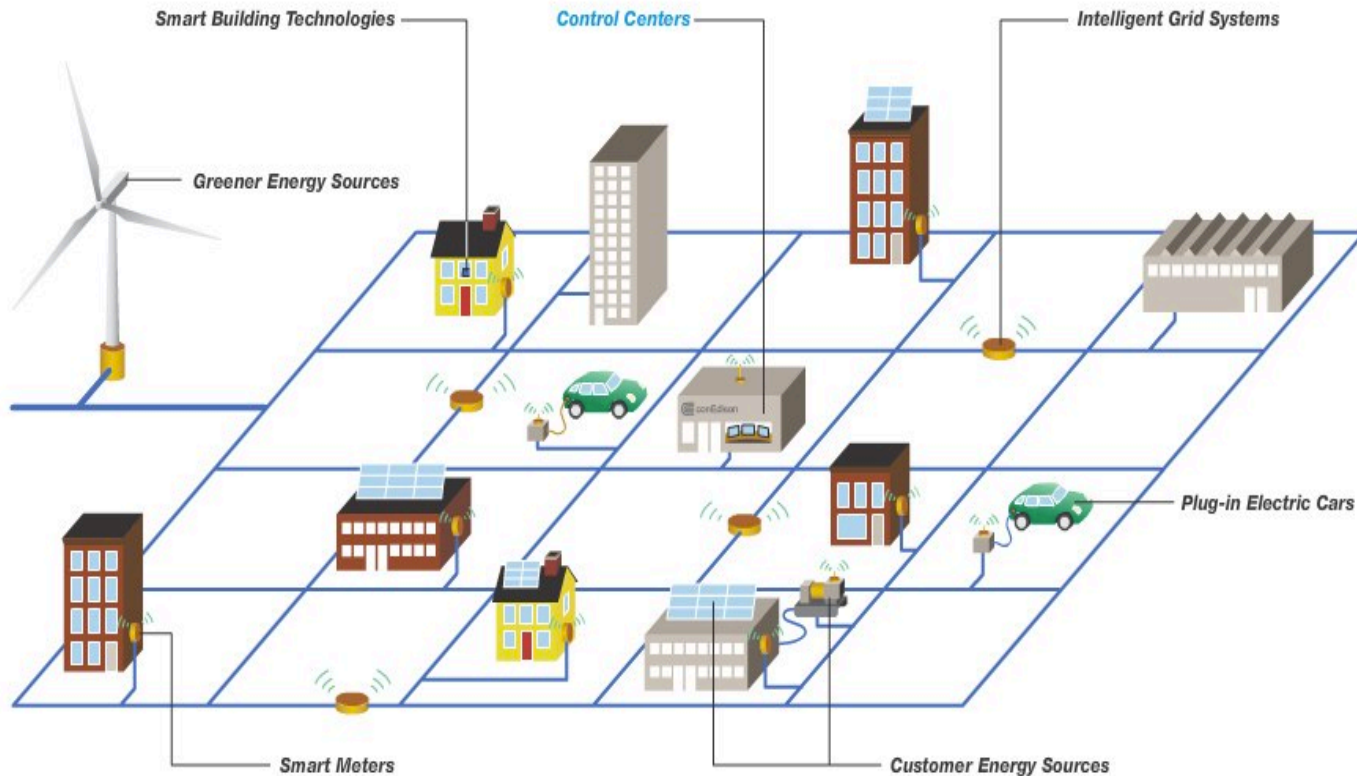
Center for  
Unconventional  
Security Affairs



# The Smart Grid

“the modernization of electricity transmission and distribution system to maintain a reliable and secure electricity infrastructure that can meet future demand growth”

(EISA, 2007)



# The Smart Home

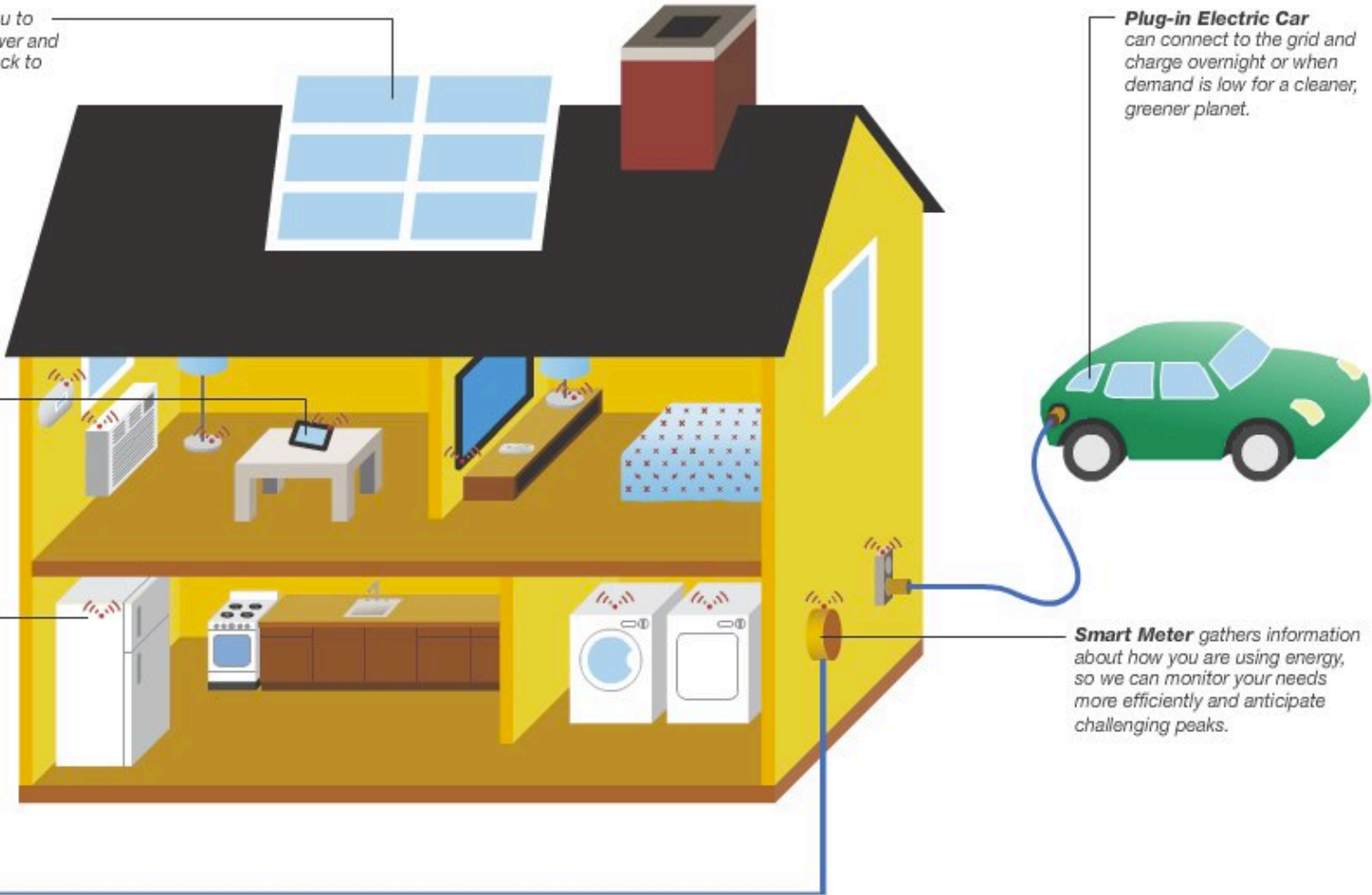
**Solar Panels** allow you to generate your own power and send excess energy back to the grid.

**Plug-in Electric Car** can connect to the grid and charge overnight or when demand is low for a cleaner, greener planet.

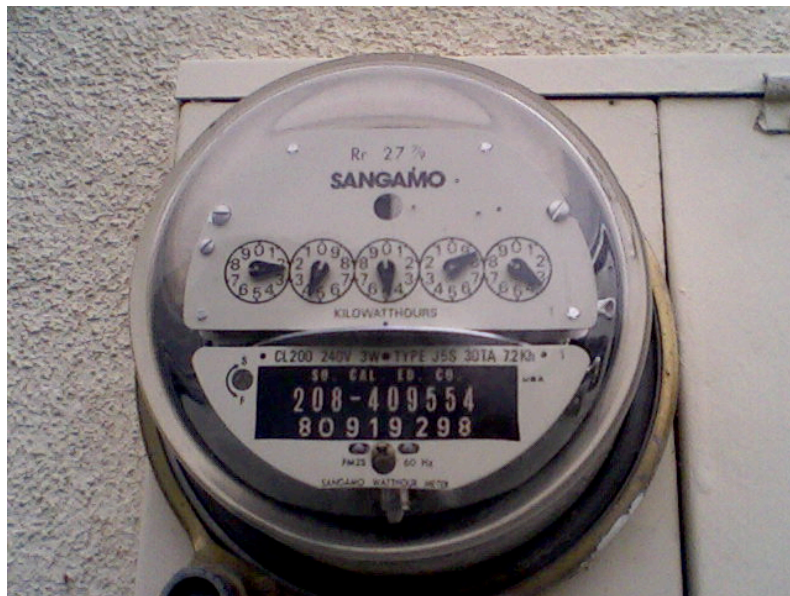
**In-Home Energy Monitor** communicating with the smart meter allows you to track and manage your energy use.

**Smart Appliances** communicate with your in-home energy monitor, allowing you to program them so that you use less energy.

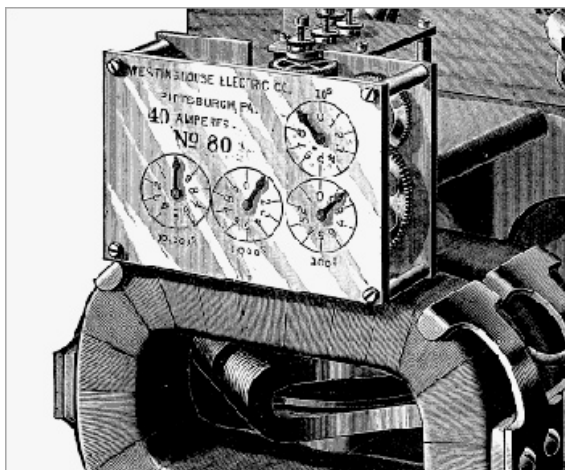
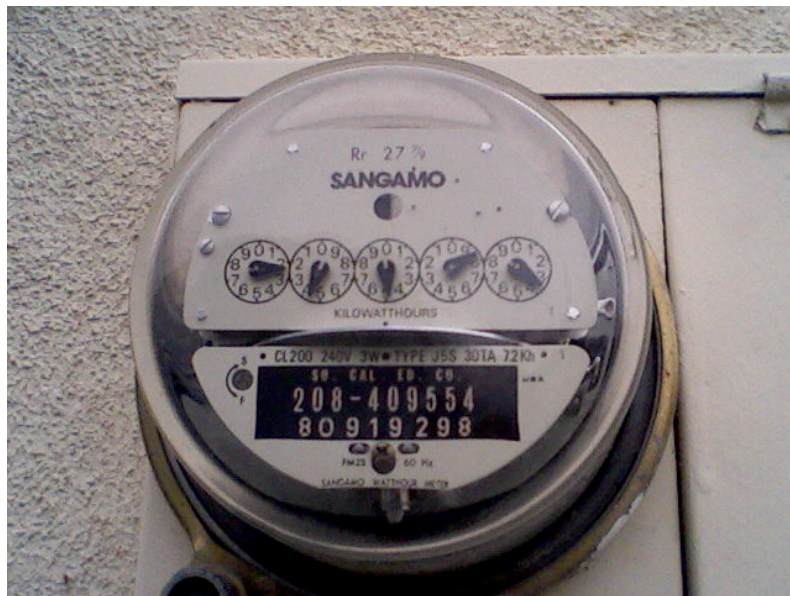
**Smart Meter** gathers information about how you are using energy, so we can monitor your needs more efficiently and anticipate challenging peaks.



# The Smart Meter



# The Smart Meter



1888

# Window of Opportunity

GREEN BUTTON INITIATIVE



ACCESS YOUR OWN DATA

Energy Efficiency  
Directive



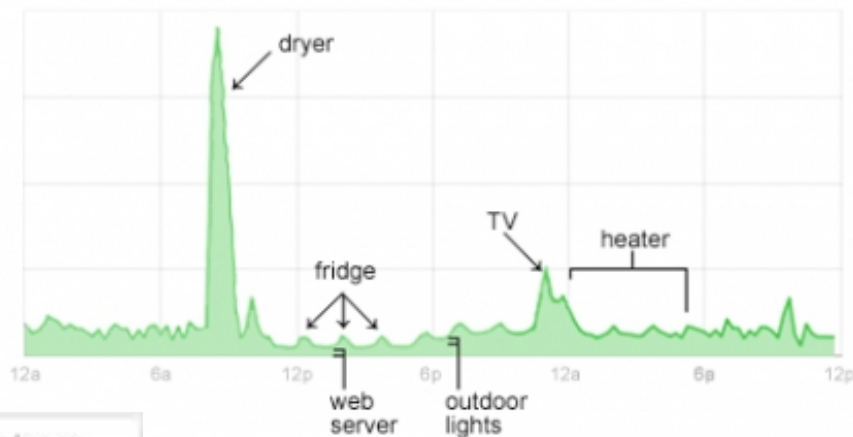
# Window of Opportunity

GREEN BUTTON INITIATIVE



ACCESS YOUR OWN DATA

Home Electricity Use



Energy Efficiency Directive





# Window of Opportunity

GREEN BUTTON INITIATIVE



ACCESS YOUR OWN DATA

Energy Efficiency  
Directive



# Window of Opportunity

GREEN BUTTON INITIATIVE



ACCESS YOUR OWN DATA

What are we  
missing?

Energy Efficiency  
Directive



# Feedback is effective...

- 100+ studies conducted since 1976
- Reviews found average 10% savings
- Mean r-effect size = .1174 ( $p < .001$ )

Darby, 2006; Ehrhardt-Martinez et al., 2010;  
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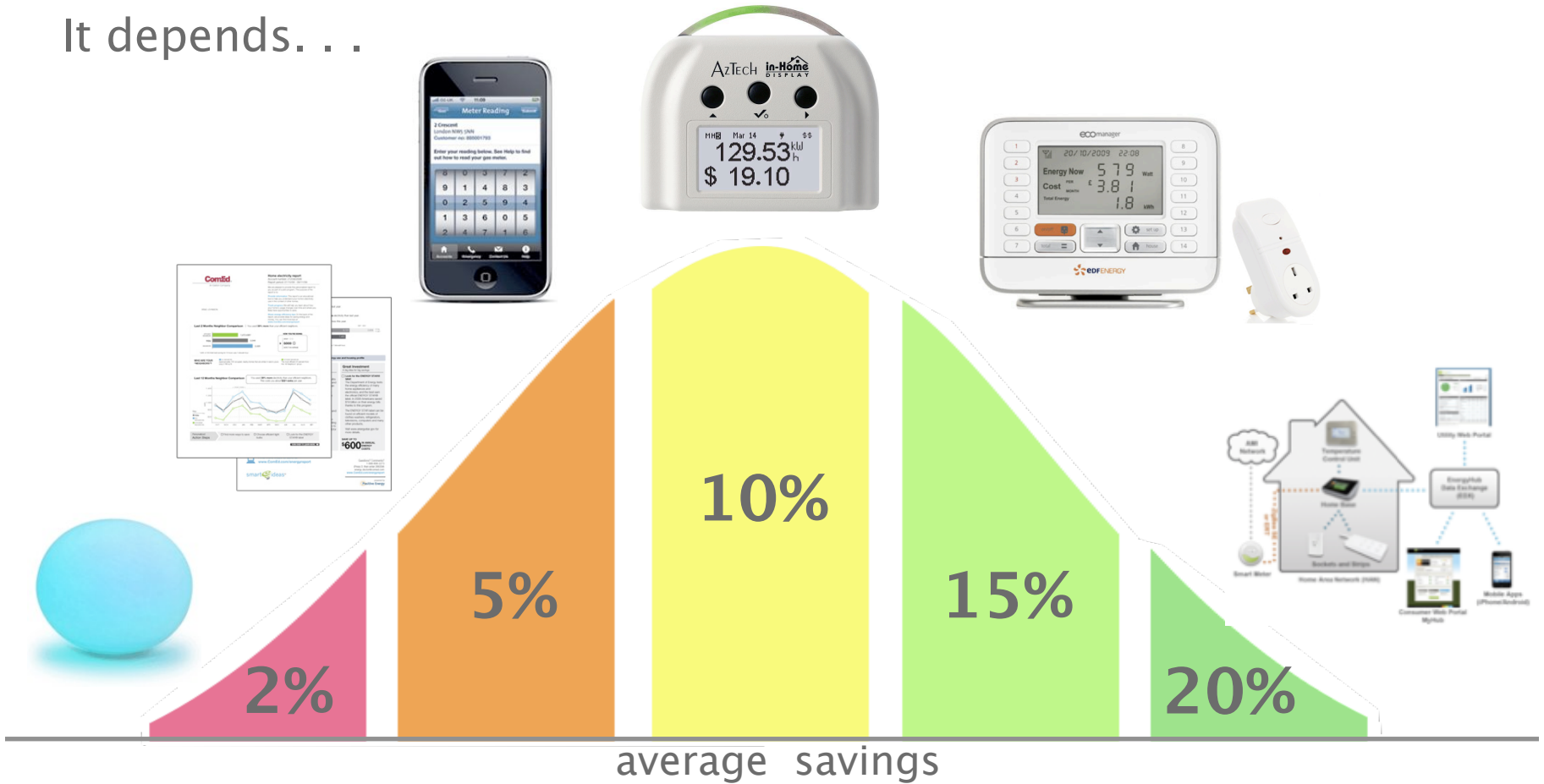
It depends...

Moderators identified in meta-analysis

- Study population (**WHO?**)
- Study duration (**HOW LONG?**)
- Frequency of feedback (**HOW OFTEN?**)
- Feedback medium (**WHAT TYPE?**)
- Disaggregation by appliance (**WHAT LEVEL?**)
- Comparison (**WHAT MESSAGE?**)

# Feedback ~~X~~ can be effective...

It depends. . .



Ehrhardt-Martinez, Laitner, & Donnelly., 2010

# A New Task for IEA DSM

**Objective:** Analyse the current and near-term potential for home energy management systems (HEMs) in enabling demand-side management (DSM).

1. What is the current and potential consumer market?
2. What are the key issues for governments and utilities?
3. What is the current & near-term technology potential?
4. What are the possible pathways and costs/benefits?
5. How can we create better channels for communicating with various stakeholders?



# A New Task for IEA DSM

## 1. Market Assessment

### 1.1. Consumer Adoption

### 1.2. Design and Development

Antecedent characteristics:

1. Demographic
2. Psychographic

Did they adopt?

Knowledge

Persuasion

Decision

Confirmation

Knowledge factors:

1. Awareness
2. Impression

Perceived Barriers

1. Cost
2. Requirements

Confirmation factors:

1. Usability
2. Outcome

# A New Task for IEA DSM

## 2. Landscape Assessment

### 2.1. Delphi Study

### 2.2. Technical Landscape



# A New Task for IEA DSM

## 3. Technology Assessment

### 2.1. Available Technology

### 2.2. Near Term Potential

1	2	3	4	5	6
<b>Standard Billing</b> (for example, monthly, bi-monthly)	<b>Enhanced Billing</b> (for example, info and advice, household specific or otherwise)	<b>Estimated Feedback</b> (for example, web-based energy audits + billing analysis, est. appliance disaggregation)	<b>Daily/Weekly Feedback</b> (for example, based on consumption measurements, by mail, email, self-meter reading, etc.)	<b>Real-time Feedback</b> (for example, in-home displays, pricing signal capability)	<b>Real-time Plus</b> (for example, HANs, appliance disaggregation and/or control)

Information Platform



Management Platform



Appliance Monitor



Load Monitor



Grid Display



Sensor Display



Networked Sensor



In Home Control



Home Area Network



# A New Task for IEA DSM

## 4. Pathways and Scenarios

## 5. Communication Platform

<b>Product:</b>	<b>OWL Electricity Monitor</b>
<b>Manufacturer</b>	2 Save Energy Limited
<b>Price</b>	\$68
<b>Size</b>	Sensor: 2X2X1 Transmitter: 4X3X2 Display: 5X4X1
<b>Market</b>	Residential
<b>Power Source</b>	Line Voltage, Regular Battery
<b>Collection Point</b>	Sensor (Whole Home)
<b>Means of information transfer</b>	Radio Frequency, USB
<b>Display Information Breakdown</b>	Whole Home
<b>Display Medium</b>	In Home Display, Computer Software
<b>Display Information Format</b>	Numerical and Graphical
<b>Usage Measurement</b>	Energy, Cost, Environmental Impact
<b>Comparison</b>	Historical
<b>Update Frequency</b>	Real time
<b>Temporal Granularity</b>	Daily, Weekly



# Logistics

## Our Team:

- **Beth Karlin**
- **Rebecca Ford**
- **Country Experts**
- **Sea Rotmann**
- **Skip Laitner**
- **Technology partners**

<b>4 Countries</b>	<b>5-6 Countries</b>	<b>7-8 Countries</b>	<b>9+ Countries</b>
<b>€70,000 per country</b> (2 project coordinators, travel, platform and database development, subcontracts) <b>Total budget €280,000</b>	<b>€87,500 per country</b> (2 project coordinators, travel, platform and database development, subcontracts) <b>Total budget €437,000 - €525,000</b>	<b>€105,000 per country</b> (2 project coordinators, travel, platform and database development, subcontracts) <b>Total budget €735,000 - €840,000</b>	<b>€122,500 per country</b> (2 project coordinators, travel, platform and database development, subcontracts) <b>Total budget €1,102,500+</b>
<b>24 months</b>	<b>30 months</b>	<b>36 months</b>	<b>42 months</b>

# Thank you! Questions?

“Energy efficiency isn't just low hanging fruit;  
it's fruit laying on the ground.

(Steven Chu, US Energy Secretary)

**Beth Karlin**

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