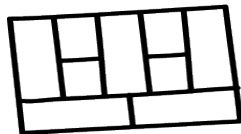
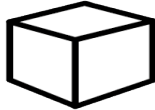
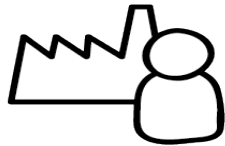




**Task 25: Business models for a more effective market uptake
of DSM energy services for SMEs and communities**

**IEA DSM DAY STOCKHOLM
2016-03-16**

Why task 25?



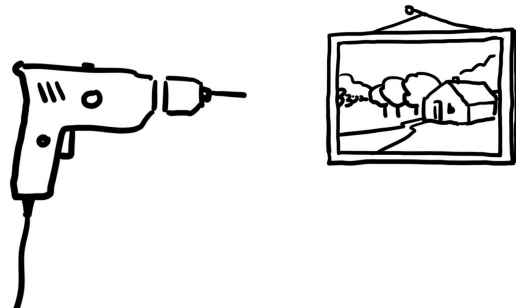
Difficult market for EE

Tech push

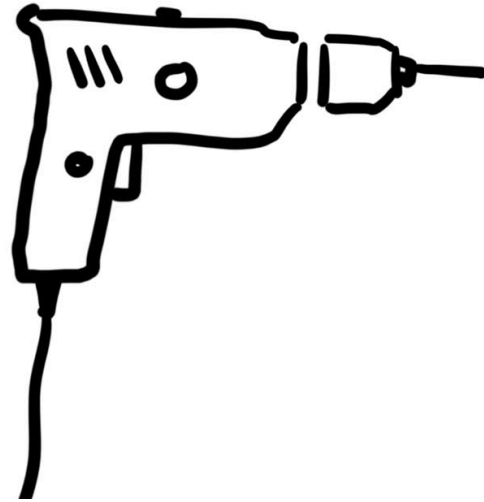
System focus on products/goods and profit

More focus on end-user value and services

What BM works when where and why

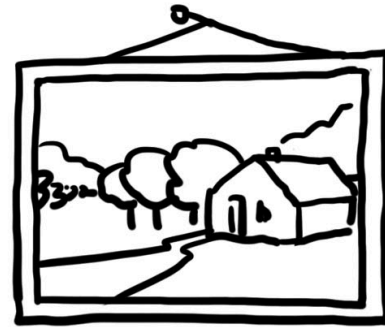


Goods



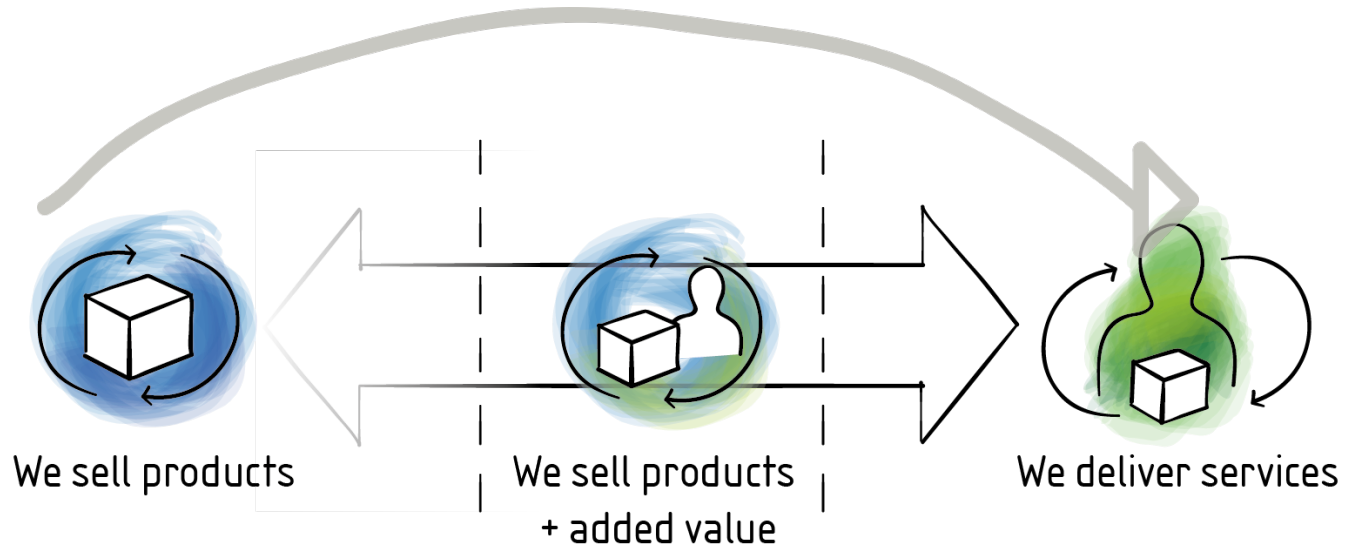
- Output-orientation
- Offer stated in tech-specs
- Efficiency: low costs, high margins
- Value in exchange/transaction
- User role passive

Services



- Solutions
- Value = outcomes for user
- User role is active
- Value in use
- Co-creation
- Delivered within a system
- Good/technology is 'enabler'

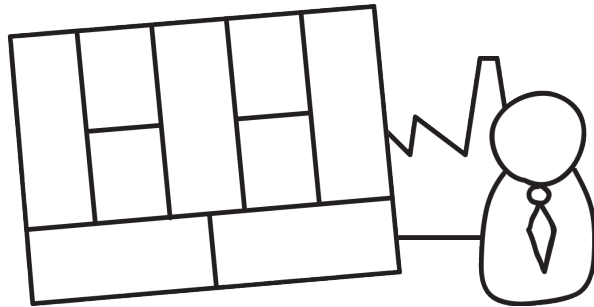
Transition!



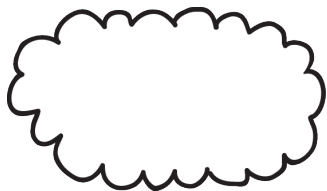
Three levels!



Entrepreneur and capabilities
Sensing/sharing/learning
Customising/contextualising
Orchestrating
Stretching and scaling
Learning

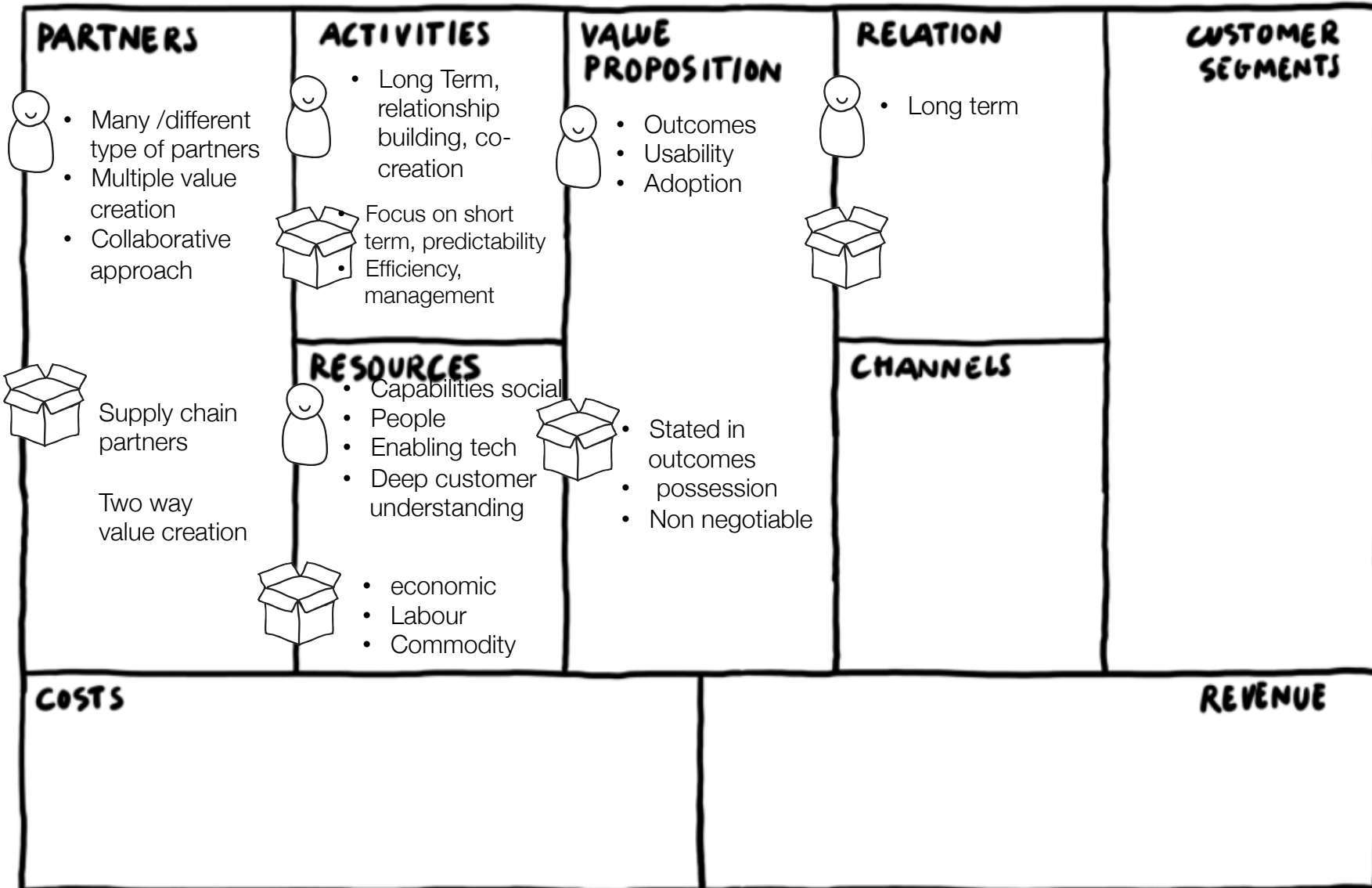


Business model
Internal consistency!

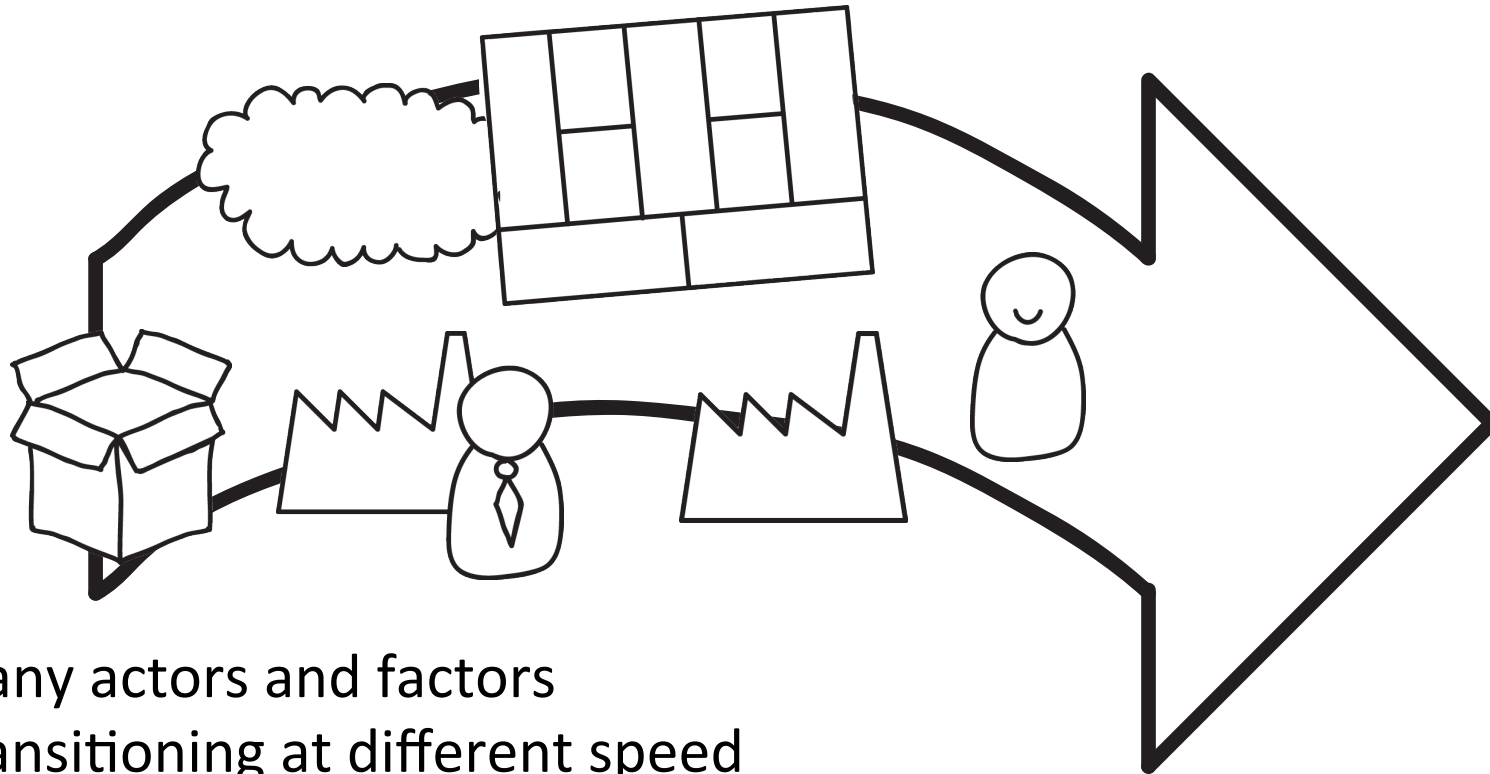


Context/key players and
stakeholders

BUSINESS MODEL

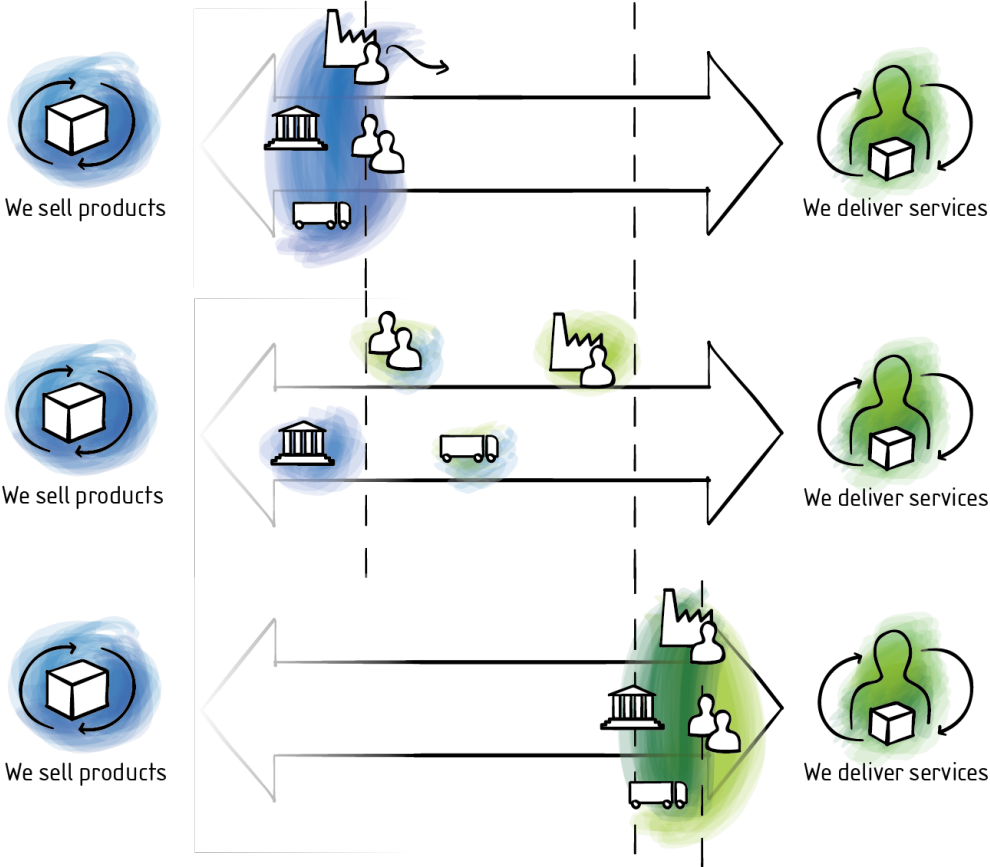


Transition of a system!

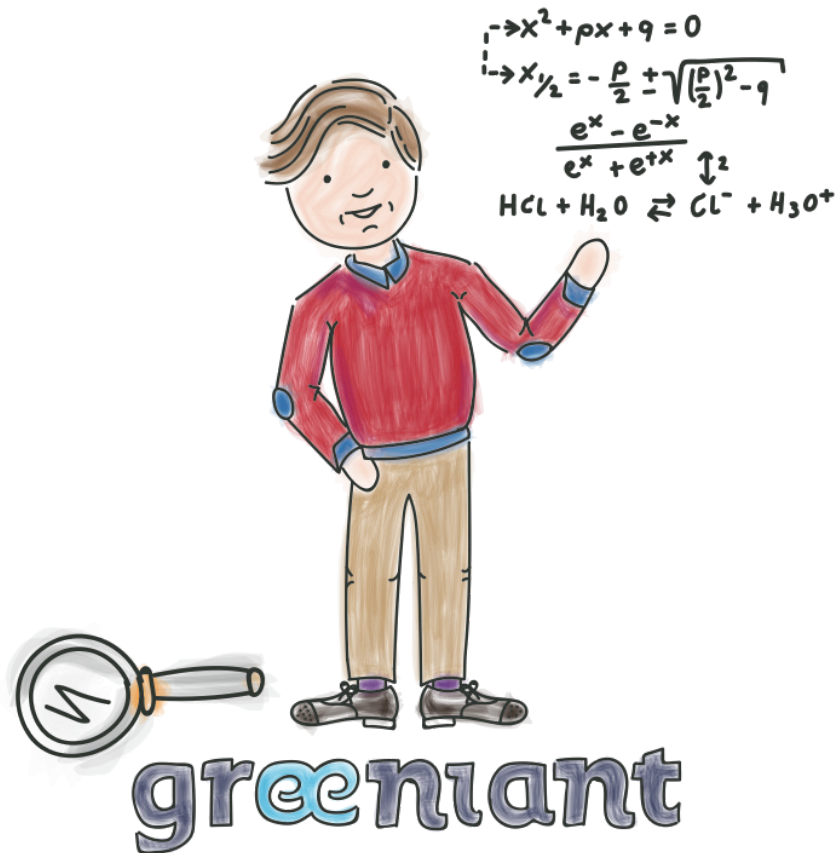


Many actors and factors
Transitioning at different speed
synchronicity/fit

Many ways of doing business



GEERT-JAN



PAUL



WoonConnect

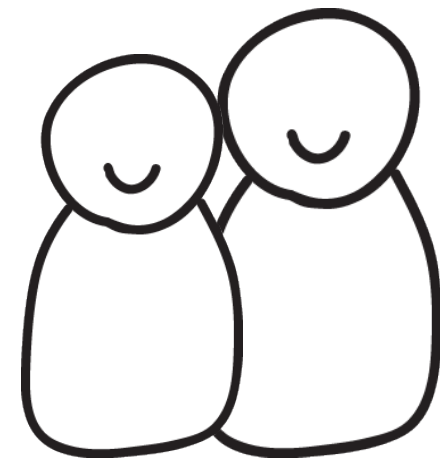
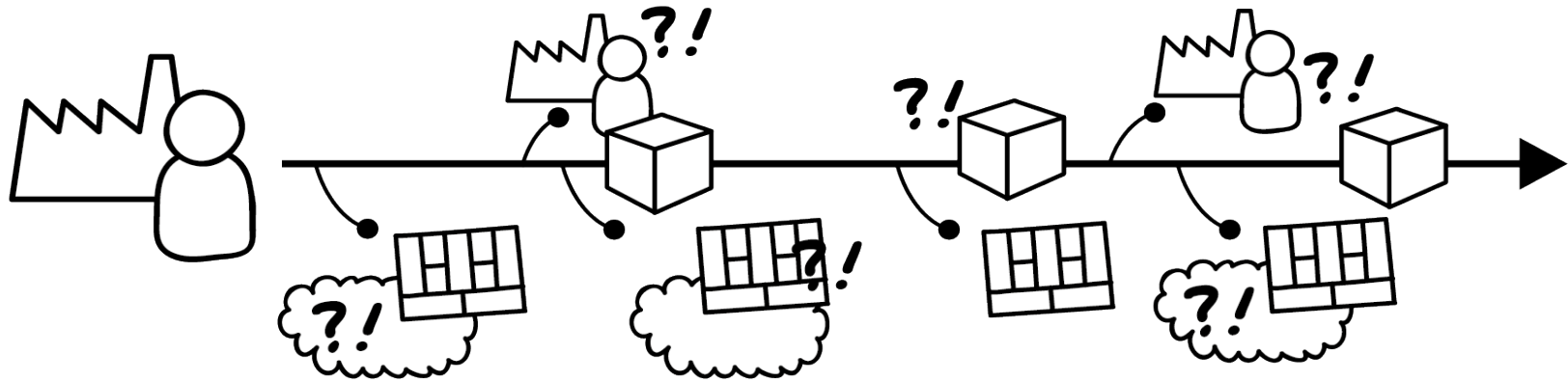
Actions in this task...

- ✓ Workshops
- ✓ Longlist + 350 propositions
- ✓ Shortlist +60
- ✓ Interviews
- ✓ Case analysis
- ✓ Context analysis
- ✓ Newsletter
- ✓ Global analysis

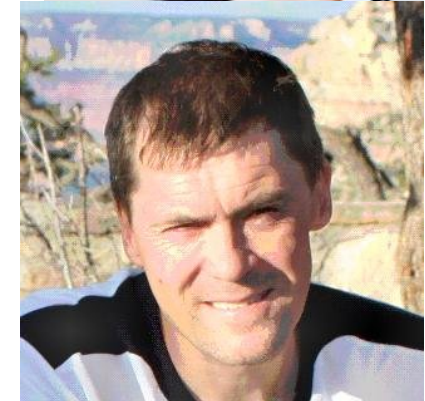
- Creating solutions, guidelines, training and roadmaps
- Disseminate

- Comparative analysis
- Transferability of BM
- Identifying inhibiting and enabling factors
- National workshops

2016: facilitating strategies



*Who participates in this IEA DSM task?
Austria, Netherlands, Norway, Sweden, Switzerland, ECI, South Korea
(Canada (Nova Scotia)? Ireland? Germany?)*



Thank you!

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Renske@ideate.nl

<http://www.ieadsm.org/task/task-25-business-models-for-a-more-effective-uptake/>

