

Branding of Energy Efficiency

The IEA DSM Energy Technology Initiative believes that it is possible to reverse the fortunes of energy efficiency products and services through successful branding. The branding of energy efficiency products and services will increase their visibility and credibility.

This Task built upon the results of *IEA DSM Task 7: Market Transformation*. While *DSM Task 7* took the initial step towards developing a framework for market transformation, it was time to evolve a comprehensive framework that could be used by government and industry to develop the market for energy efficient products.

Main Activities

The main objective of this work was to develop a cogent and comprehensive framework for promoting the branding of energy efficiency in electricity markets at different levels of maturity.

The Task focused on three levels of branding 1) Products/services and suppliers, 2) Consumers, and 3) Strategies.

Task Work

The Task 1) Identified case studies and developed best practices in branding EE – products, services, programmes and companies and 2) Identified the role of institutional structures and government support in developing successful branding strategies.

Task Duration

October 2009 – September 2014

Participating Countries

France	Spain
India	United States

Results

The following reports can be downloaded from the IEA DSM website.

Case Studies in Branding of Energy Efficiency

This report identifies and evaluates successful efforts in the branding of energy efficiency.

Best Practices in Branding of Energy Efficiency

This report builds upon baseline information, case studies and lessons learned to explore best practices.

Based on the comparative analysis of the case studies on various parameters (e.g., branding practices and performance) key drivers and barriers for successful EE branding practices and the relevant learning needed to develop strategies for promoting EE were identified. Recommended branding aspects when developing strategies to promote EE are:

- Design and development of logo/ label
- Branding message
- Multimedia marketing & marketing campaign
- Partnership with government institutions
- Energy programme/initiative partnership with labelling programmes
- Government regulations and regimes
- Sustainability initiatives

Task Publications

All official publications can be found on the DSM website, www.ieadsm.org

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