

IEA DSM TASK V

Investigation of Techniques for Implementation of DSM Technology in the Marketplace



BACKGROUND

How do you market a product that is intangible, but offers significant benefits to consumers? This is a question often facing DSM programs, and so the IEA DSM Programme initiated *Task V, Investigation of Techniques for Implementation of Demand-Side Management Technology in the Marketplace* to begin to answer this question.

IEA DSM TASK V

The goal of Task V was to develop a set of analysis tools for identifying effective marketing components of government and utility DSM programs. The participants focused on the residential, small commercial and small industry sectors.

The international collaborative nature of the Task gave a richness and depth to the work.

Results

A common methodology for implementing DSM programs was developed. This methodology modeled small customer markets with objective characteristics, such as kinds of end-use equipment, cost of network equipment, family or business types, and socio-cultural values.

Surveys were conducted in the participating countries to assess the methods that utilities and governments have successfully used to market DSM technologies in residential and small commercial and industrial markets. The survey results were analyzed and grouped according to three basic promotional concepts: marketing of energy efficient products, behavioral change and utility image.

Using the common methodology developed, nine pilot projects were launched to test DSM marketing strategies in small customer markets. Within each country, the project results were compared to the results of previous programs and then documented. The results were also analyzed and compared project to project across country boundaries. In addition to the pilot projects, 32 existing programs were documented and Action Plans prepared outlining the steps required to develop DSM activities.

PILOT PROJECTS		
COUNTRY	ENTITY	PROJECT OBJECTIVE
Finland	Hämeen Sähkö Savon Voima	Market time of use tariff. Determine how to avoid network investments
	Vatajankosken Sähkö	Develop service chain
Netherlands	NUON	Promote purchase of high efficiency appliances
Norway	NVW & Stavanger	Develop user friendly energy bills
Spain	ENDESA	Promote efficiency lighting
Sweden	Halmstad NUTEK & utilities	Develop invoices based on meter reading. Determine how to simulate marketing of energy efficient goods.
Tanzania	TANESCO	Promote power factor correction

Reports

Five reports are available to download from the Task V page of the DSM web site:

- Marketing Analysis of DSM Programmes
- Questionnaire Analysis of Programmes Developed in Annex V
- Reports Provided by Participants on Programmes Developed in Task V
- Action Plans and Evaluation Areas of Programmes Developed in Task V
- Techniques for Implementation of Demand Side Management Technology in the Marketplace (*includes pilot projects results*)

Participants

Finland	Norway	Sweden
Netherlands	Spain	World Bank/Tanzania

Duration

1994-1997

Operating Agent

Juan Comas
Fuerzas Eléctricas de Cataluña S.A., Spain

Task V Website

<http://www.ieadsm.org/ViewTask.aspx?ID=17&Task=5&Sort=1>