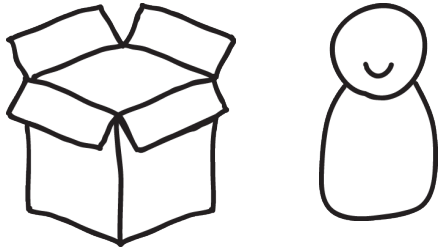




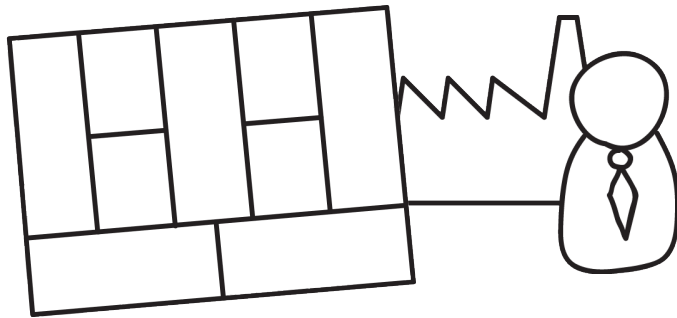
**Task 25: Business models for a more effective market uptake  
of DSM energy services for SMEs and communities**

**Task 25 progress report  
IEA DSM EXCO  
Dublin-Ireland  
2017-05-11**

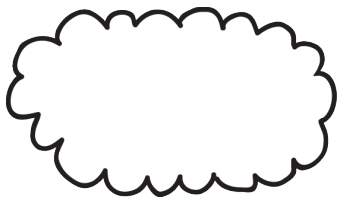
# Three levels impacting success!



Entrepreneurial capabilities



Business model consistency



Context/key players and stakeholders

# Please read all about it..

Task update report

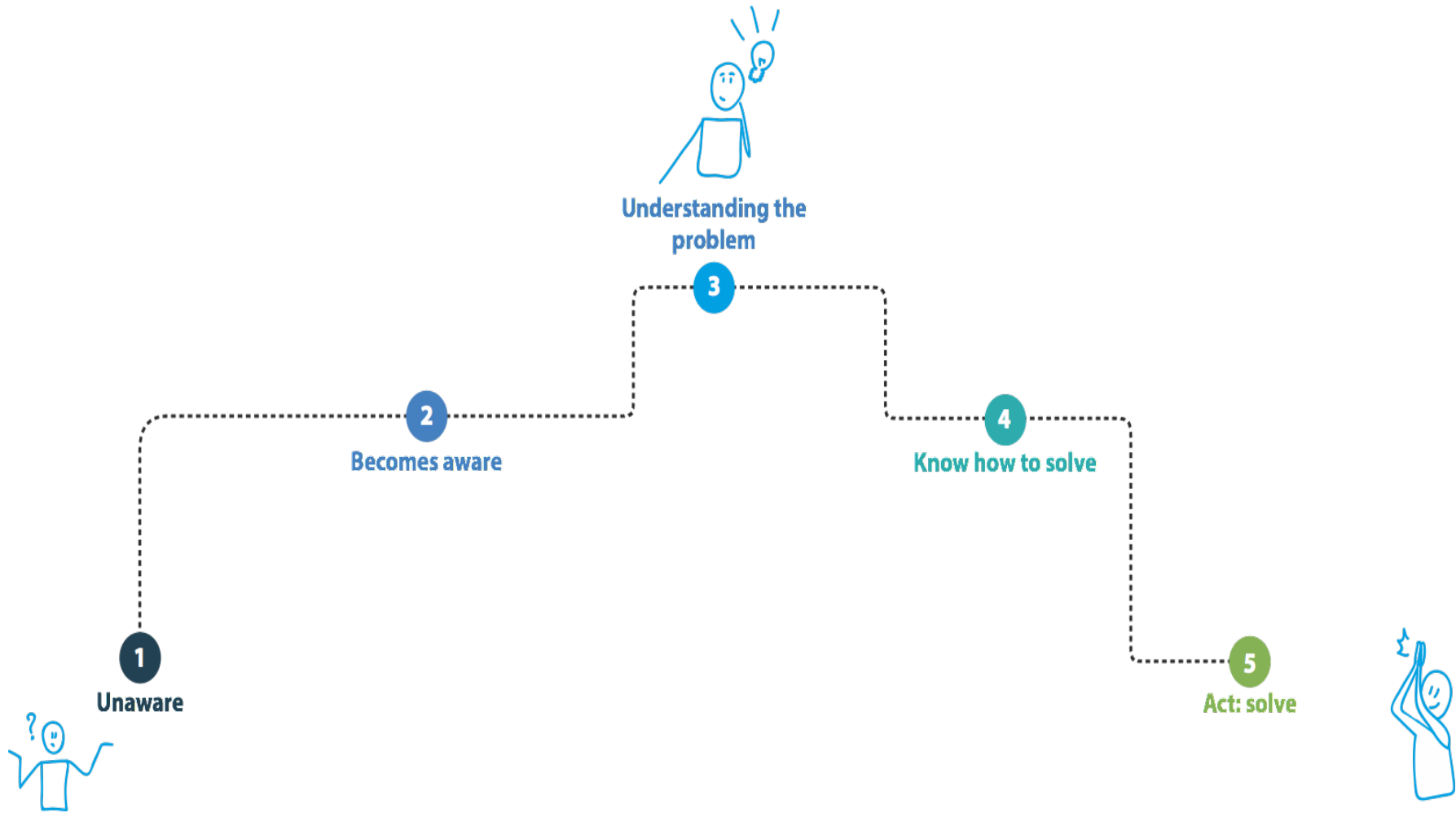
Papers

Country reports

Spotlight articles

Webinars

...





Understanding the  
problem

3

**assessment: Is your business fit to serve?**

- the business model
- the capabilities
- the context



## Understanding the problem

3



<http://www.ideate.nl/fittoserve/index.html>

# Fit to Serve

Is your Energy Efficiency business model fit to serve?



Please Scroll

Climate change is trending business. The urgency for transition is felt by many entrepreneurs who expect it to lead to new -big- business opportunities. But when it comes to energy efficiency, we somehow are still waiting for the big breakthrough.

Energy Efficiency isn't an easy value to build a business on. After analysing 42 companies that offer Energy Efficiency, we dare to say, to many consumers, energy efficiency is not a value at all.... This low interest in energy efficiency might be one of the many causes for a bad market uptake, but it is one that is not easily influenced.

There are a few measures you can take to influence the growth of your business. These measures have to do with the way energy efficiency business models are designed. As most of the companies in the field of energy efficiency originate from technological backgrounds, their businesses are built to exploit these innovative technologies. The question is, are these business models also designed to meet the expectations of the user?

# Remaining work

Help us test and improve the online toolkit

Development workshop format

One more Paper- going beyond Energy Efficiency

Cases analysis South Korea

Final workshops in South-Korea and Norway?

# We need your input!

Now a beta version of the assessment tool FIT TO SERVE

Please provide us with feedback:

- is the test comprehensible? suggestion to improve!
- when will it become useful to you/your organisation?
- thoughts on support programs for entrepreneurs



# New work- Phase 2 of Task 25

- Today: expression of interest
- Next 6 months: cocreation of conceptual paper
- Next exco meeting: expression of commitment
- Next year: start phase 2

# Phase 2 of Task 25

1. Further analysis of all/new material/testing working hypothesis
  - a. E.g. Distinction of logic between types?
  - b. Exploring possible roles of private-public spheres in overcoming inertia
  - c. Delve into the role of context players
  - d. New countries?
  
2. Continued collection of **servitisation orientated** cases new topics
  - a. Demand Response energy service business models,
  - b. New roles/players/new aggregator services around DR= C2C, C2B
  - c. ICT and open data energy services business models
  - d. Cases explicitly focused on delivering more systemic service
    - a. multiple benefits first and EE/energy savings second
  
3. Set up/perform of training system based on toolkit and workshop
  - a. Further develop toolkit and workshop format
  - b. Mooc icw DSM UNI
  
4. Organise user centered business model interventions with users!
  
5. Disseminate within IEA TCPs and outside

# Thank you!

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