

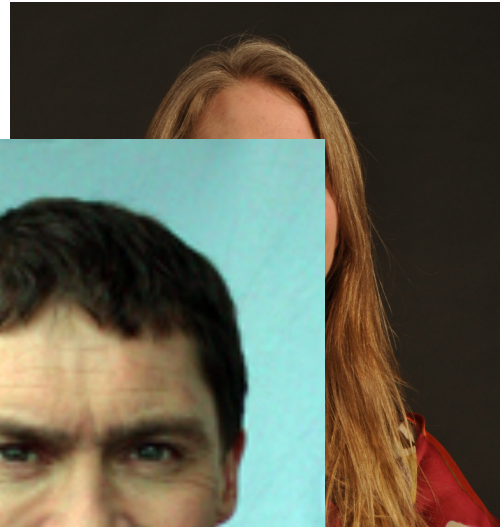


Business models for a more effective market uptake of DSM energy services

IEA DSM TASK 25 EXCO meeting Halifax –Canada October 2015



6 Participants: Austria, Sweden, Switzerland
ECI, Netherlands, Norway, Ireland? India...





The logic behind our task

- Need a better understanding of what BM and services work, where, how and why
- We need new value driven Business Models
- Need development of entrepreneurial skills and stakeholder support
- Need understanding of role of user centered design





What will we do in this task?

- Identifying+ analysing effective business models underpinning services
- SMEs and residential communities
- Understanding the influence of national energy ecosystems
- Guidelines
- Contribute to the growth of the supply and demand market

Subtask 1:management

Subtask 2: research

Subtask 3: workshops and guidelines

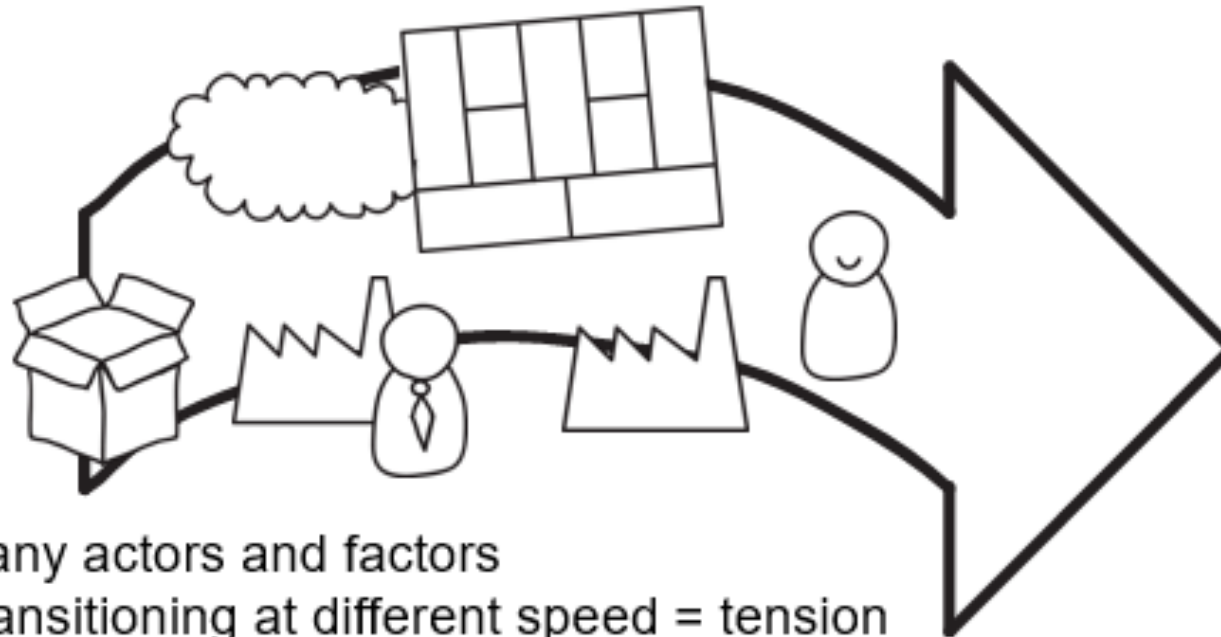
Subtask 4: dissemination

Where do we stand: Subtask 2

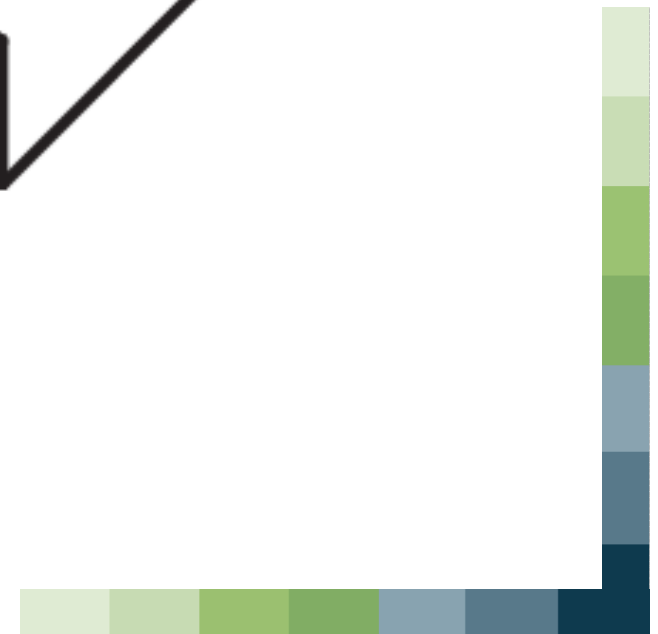
- Collected longlist of 250 propositions in participating countries/global
 - 69 global, 59 NL, 25 AUS, 30 Se, 65 CH
 - B2B, B2B2C, B2C
- Shortlisted approximately 10 per partner for further research
- Identified country specific suppliers, clients and stakeholder network
- Analysing shortlisted propositions + business models
 - With business model canvas/value flow, deskstudy and interviews
 - Focus on interaction BM and P with context and stakeholders
 - Drawing lessons



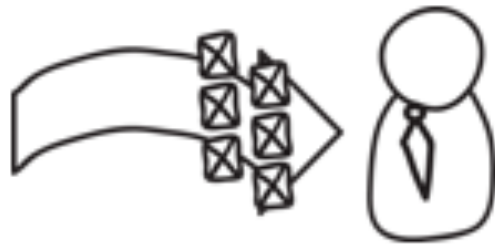
Transition of a system



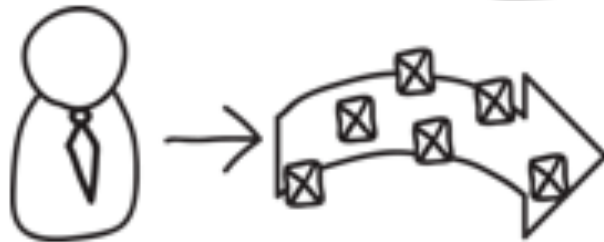
Many actors and factors
Transitioning at different speed = tension
synchronicity/fit
Influence
User centeredness is a real challenge



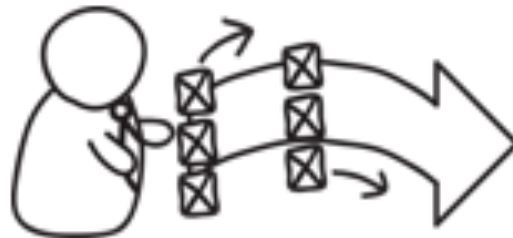
Transition strategies of Business Models



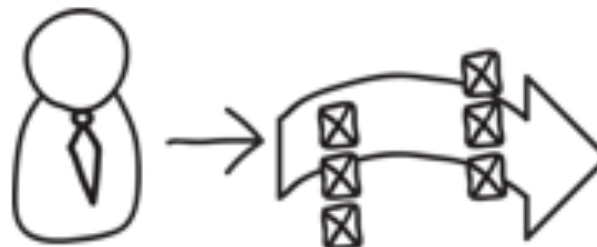
Conscious System changer



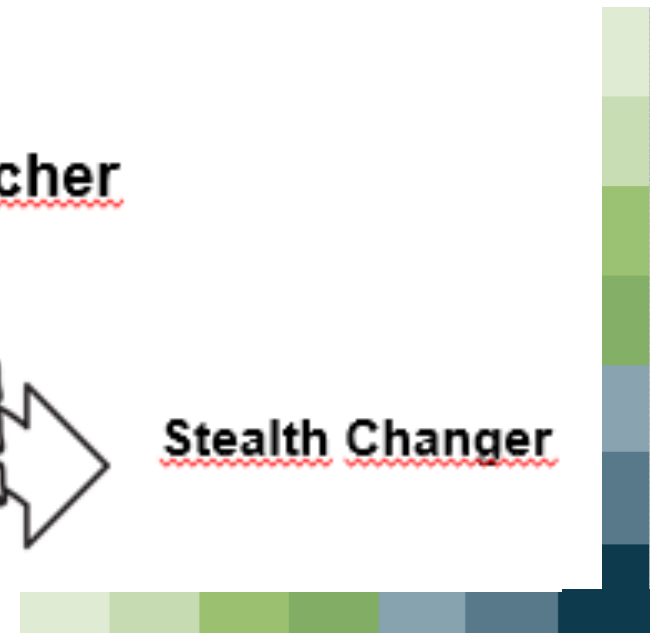
Unconscious system changer



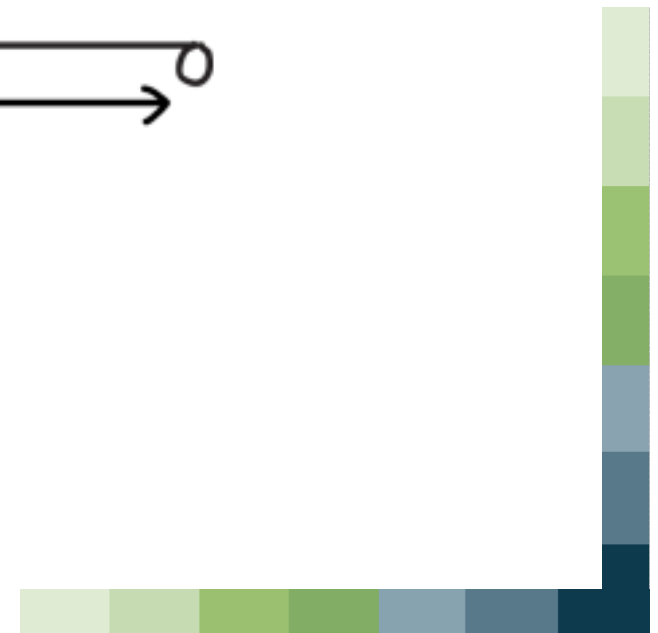
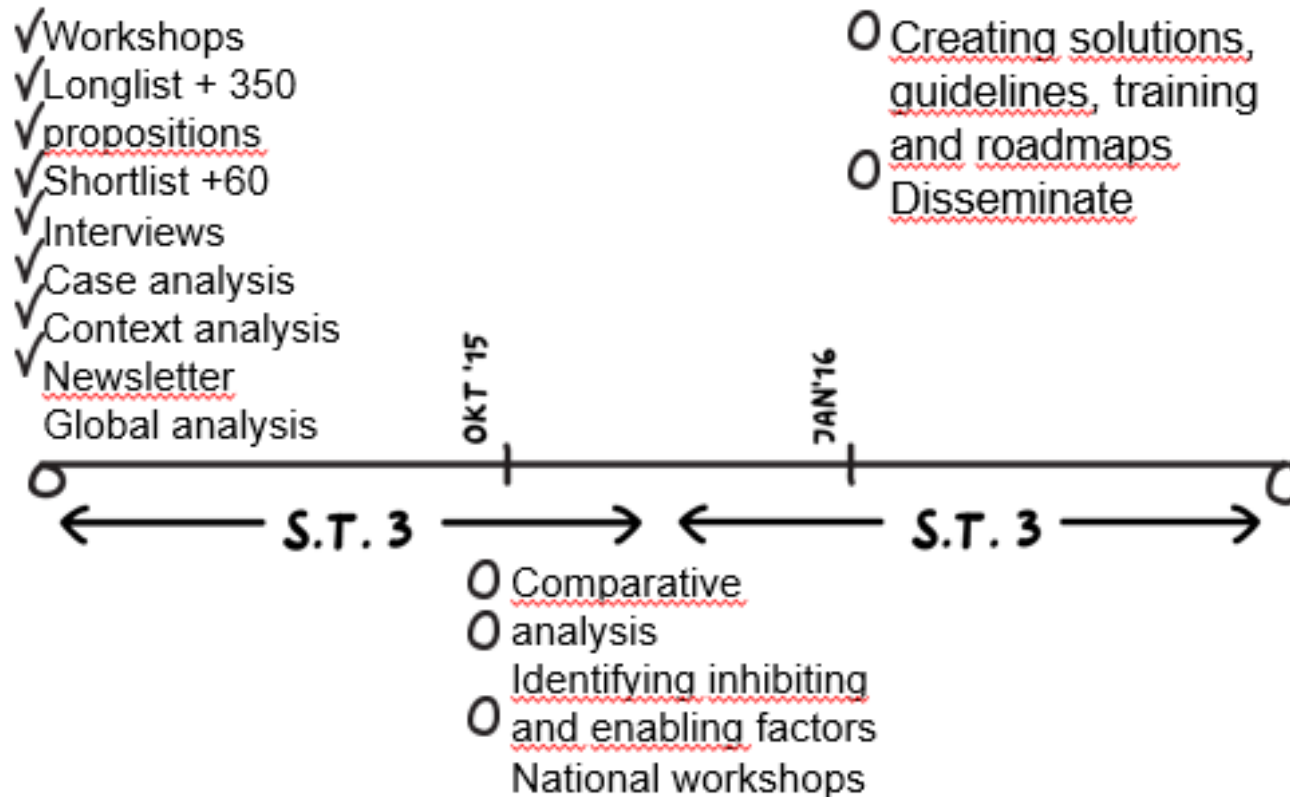
Smart Matcher



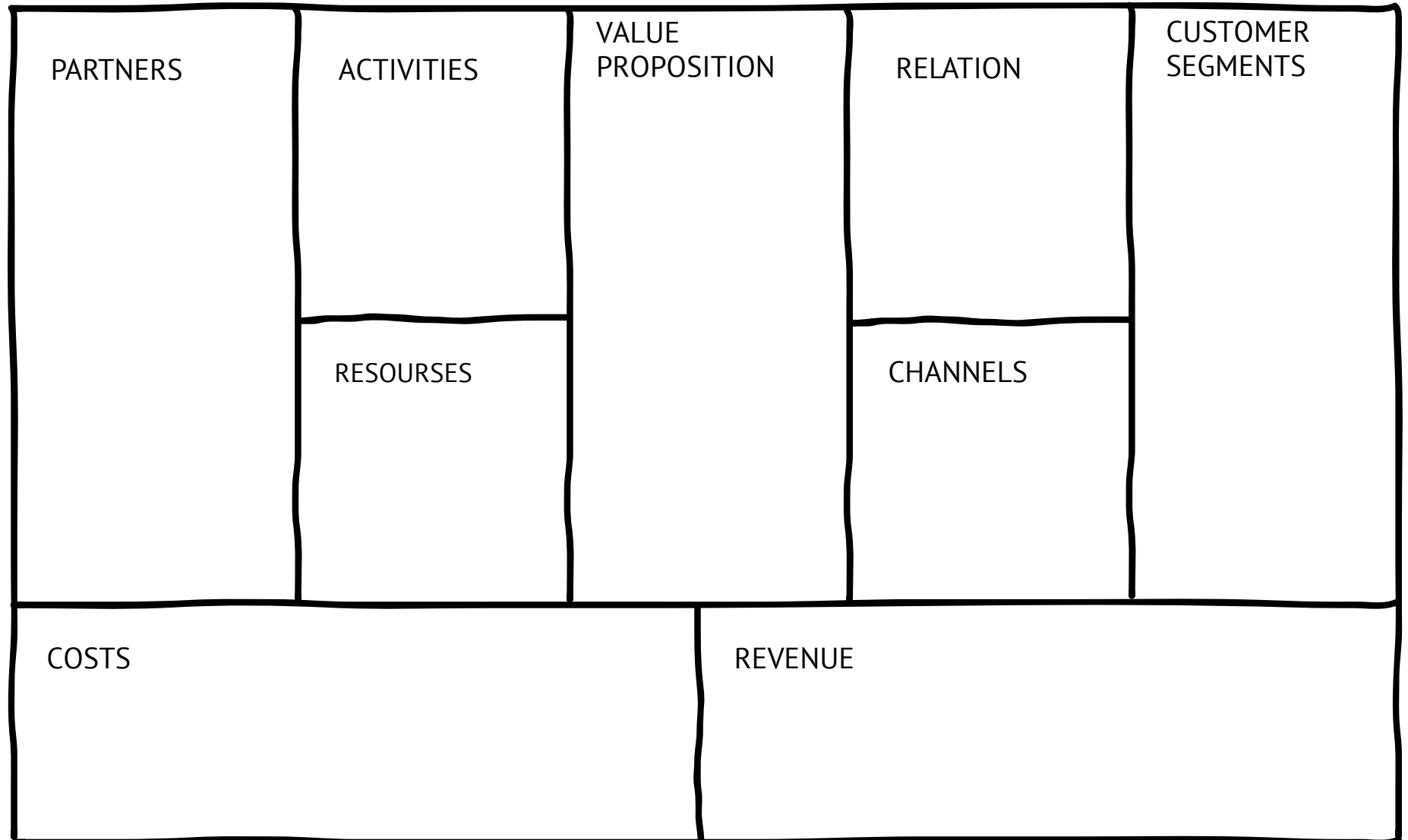
Stealth Changer



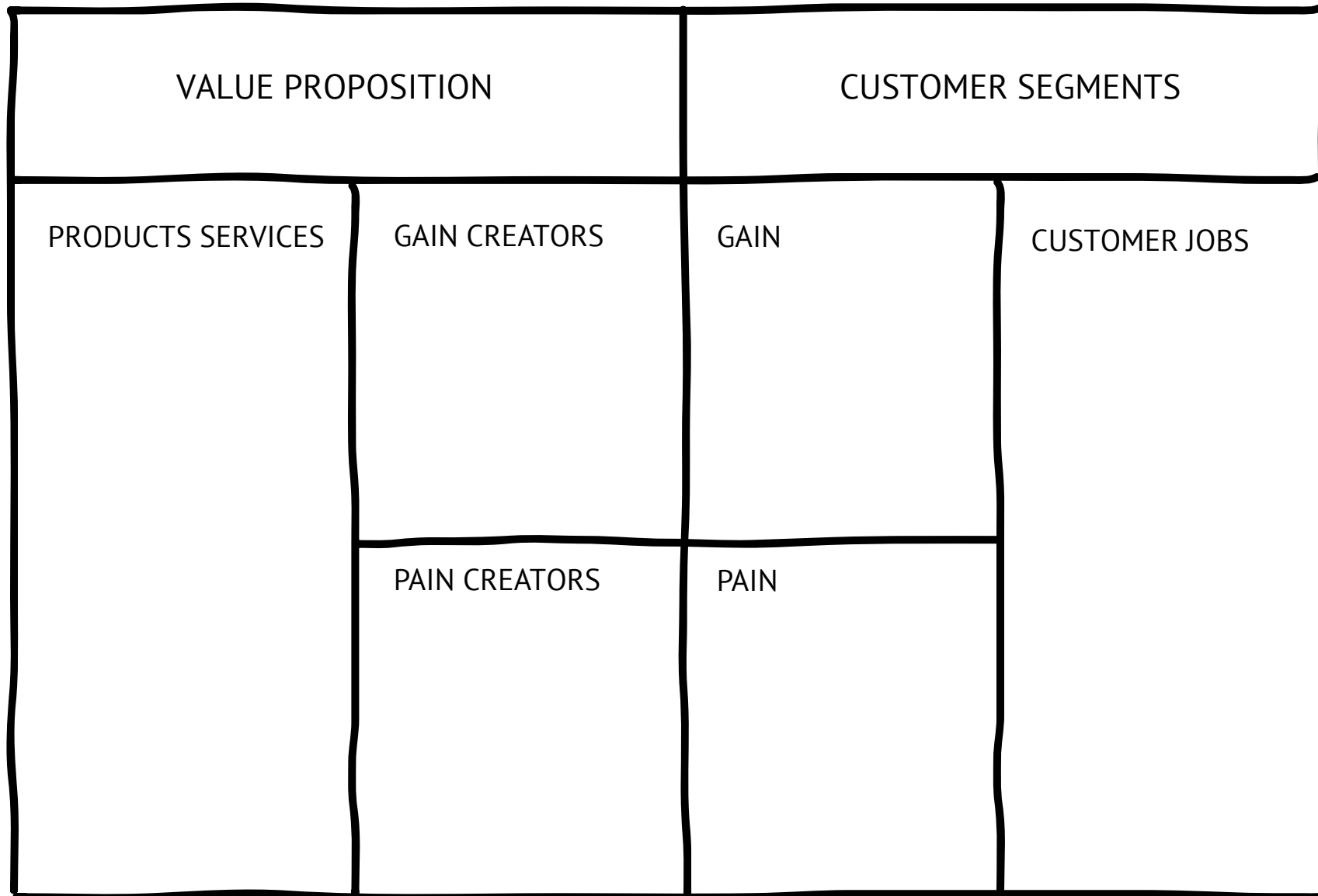
Next steps



Business model canvas

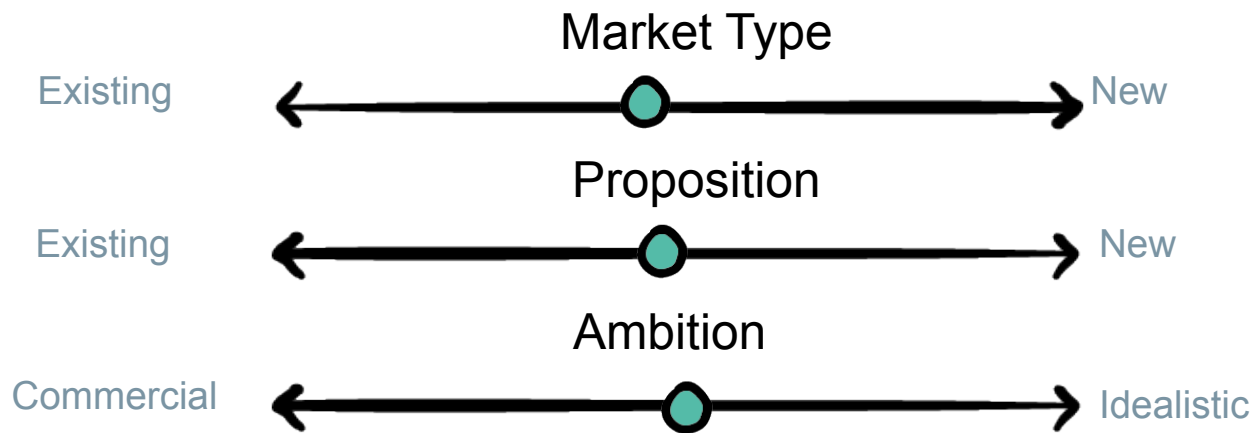
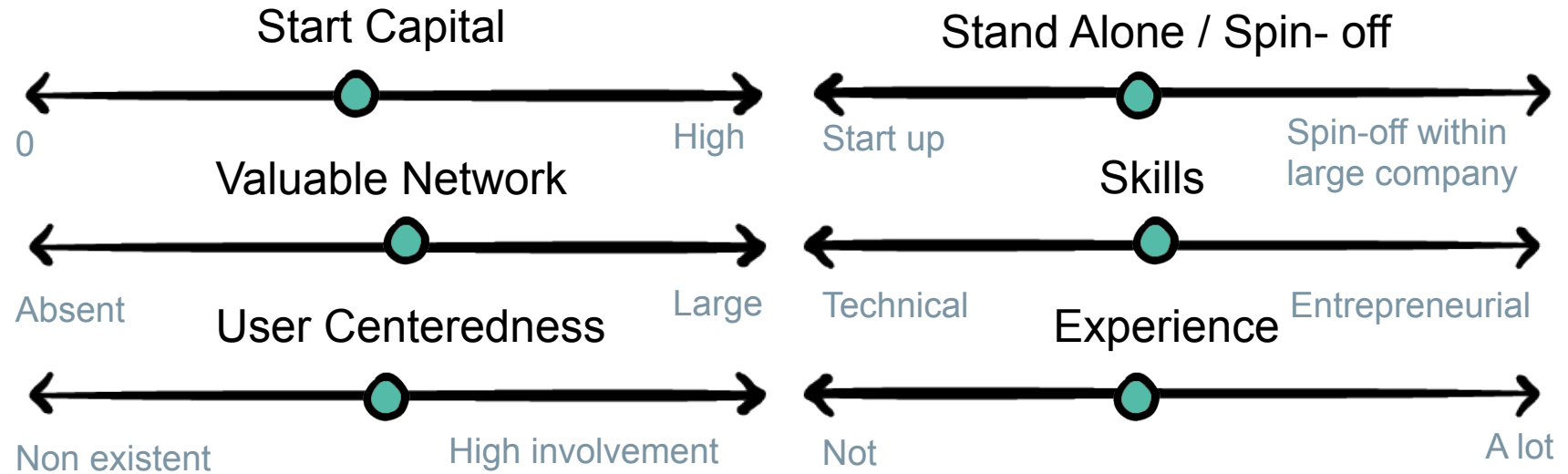


Customer value canvas



Business model canvas is developed by Osterwalder & Pigneur 2012

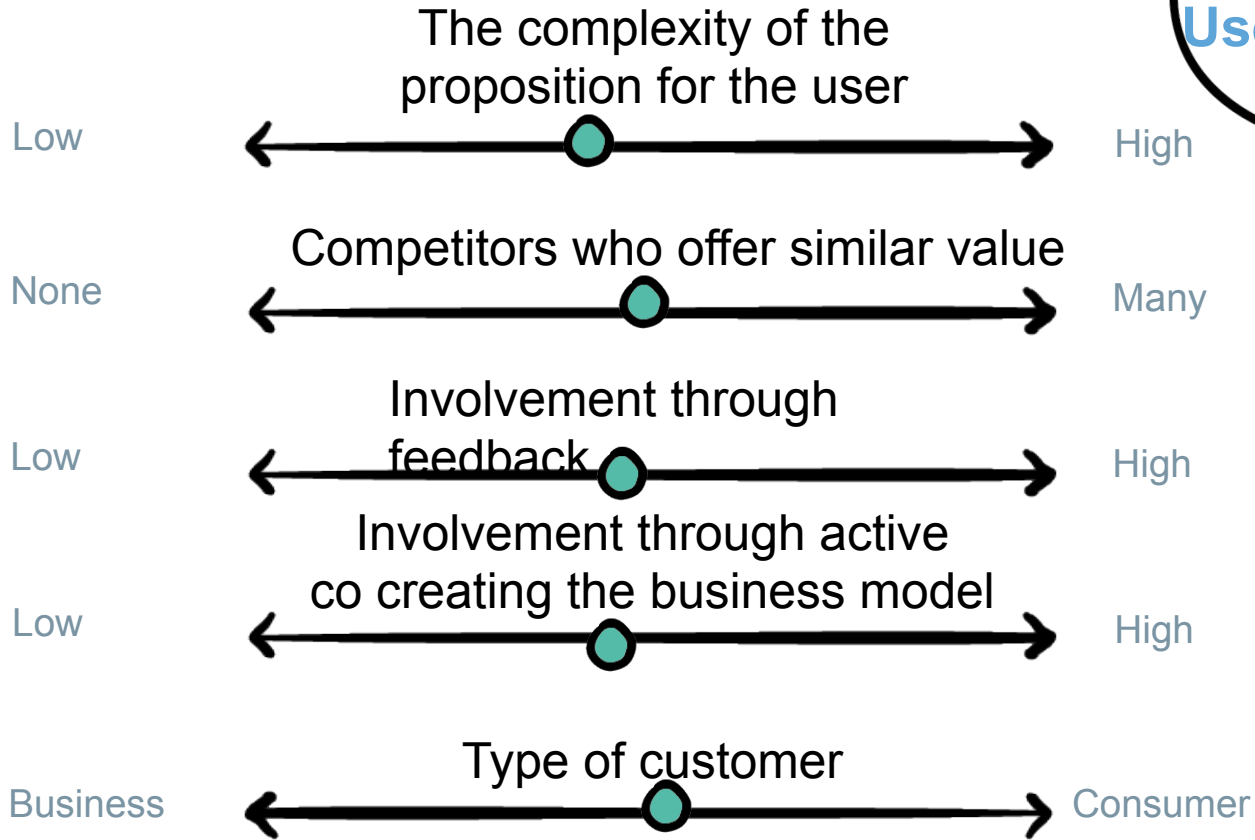
Context



Score the Entrepreneur and/or Enterprise!

User

Score the **User centeredness**



Observations



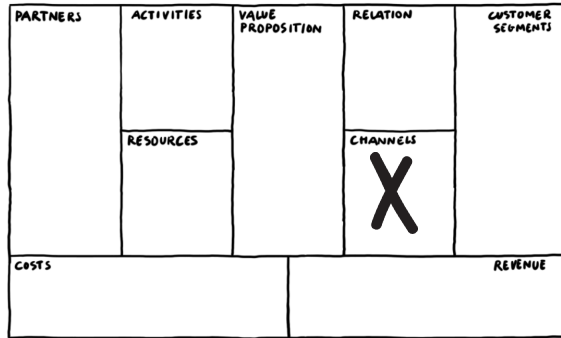
Specifics

How did the entrepreneur anticipate?

Entrepreneurs Journey

T1

BUSINESS MODEL

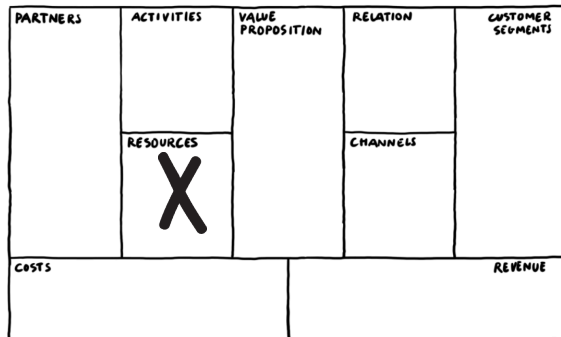


What changed?

What caused the change?

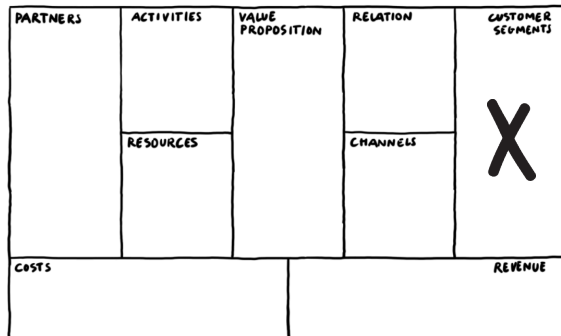
T2

BUSINESS MODEL




T3

BUSINESS MODEL



Describe the value




Marketing & Communications




Godfather



Certification of companies



Financiers



Official institutions




Competitors




Society


Describe the value




Customer/ End-users



Provider of Systems




Provider of Services



Supplier



Enabler

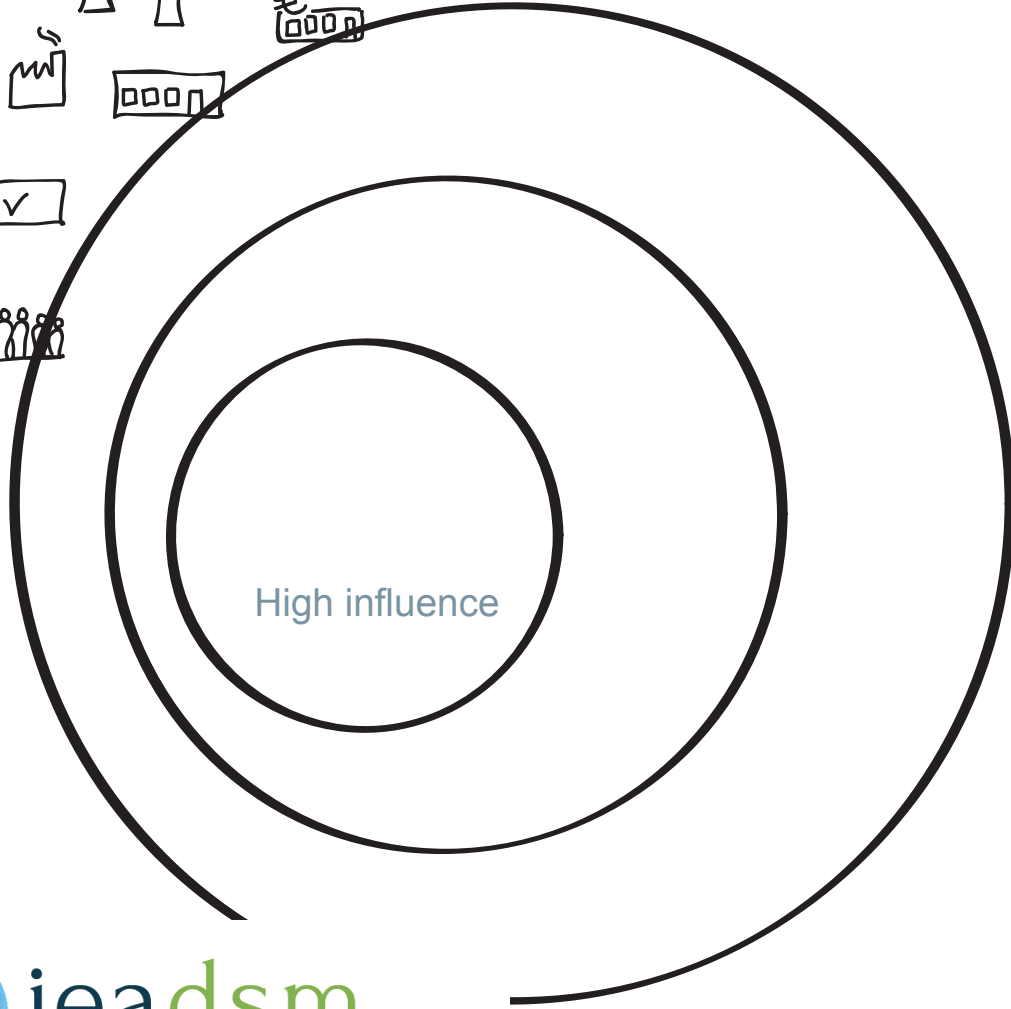


Provider of content

Context



Please plot the players according to their influence-intensity



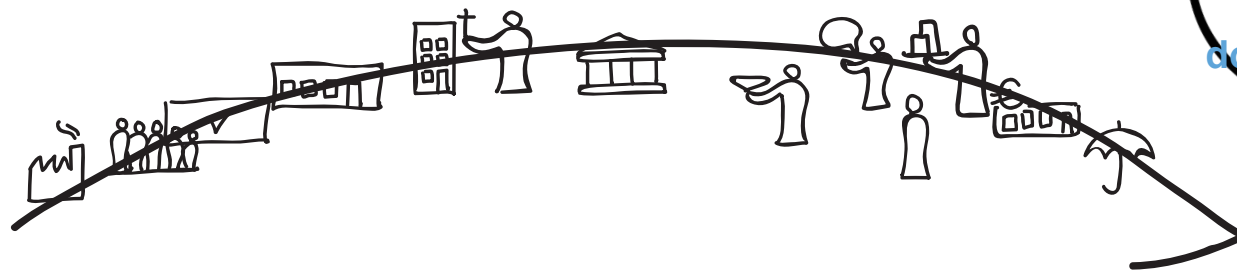
High influence

Not a lot of influence

The product/service paradigm

Product

Service



Please plot the players on the paradigm line from product to service dominant logic + explain in boxes above

Where do we stand: Subtask 4



Literature study user centered design and business modelling



November 5th: Ireland SEAI lobby presentations

November 13th: presentation Task 25 IEA workshop

November 19th DSM University webinar on Task 25 results



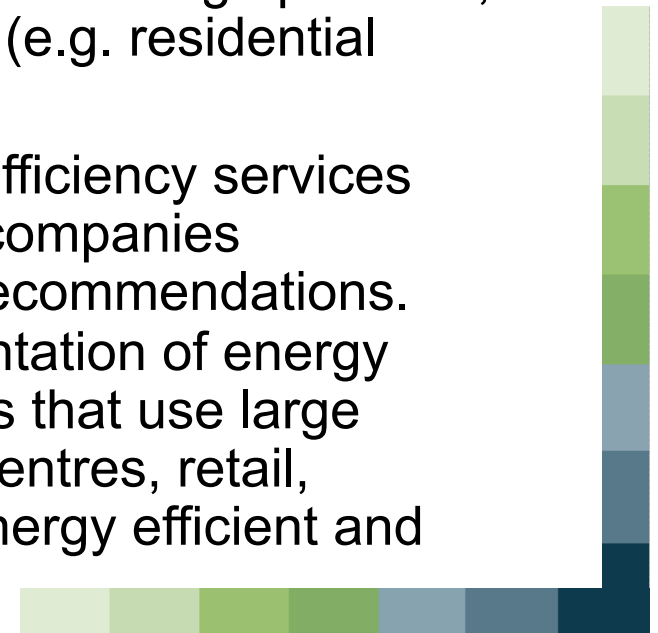
Issues to be discussed

- Presenting all the cases and analysis in DSM University
- Extension of timing (no additional budget)
 - catch-up of Norway,
 - final months of the extension dissemination, outreach, and starting up of additional subtasks.
- There is a new Horizon 2020 call-proposal for submission
- New subtasks
 - Task 26/T25 multiple benefits in business modelling and service design for energy efficiency.
 - In-depth empirical multiple end-user analysis



H2020 EE25

- Scope: Proposals aiming at developing, demonstrating and standardising new types of energy efficiency services and business models in all sectors (incl. mobility), which could better monetise the multiple benefits of energy efficiency.
- Supporting the further development of energy performance contracting or similar methods based on monetisation of energy savings and other benefits by new types of actors (e.g. industry, facility managers, construction companies, social housing operators, or other actors) and/or in new market segments (e.g. residential sector).
- Support the development of innovative energy efficiency services and business models for industrial and service companies enhancing the implementation of energy audit recommendations. Special focus should be placed on the implementation of energy efficiency measures in industries and companies that use large shares of thermal demand (e.g. hotels, leisure centres, retail, hospitals) in order to accelerate the uptake of energy efficient and renewable heating and cooling solutions.



Thank you!

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