



Strategy Workshop

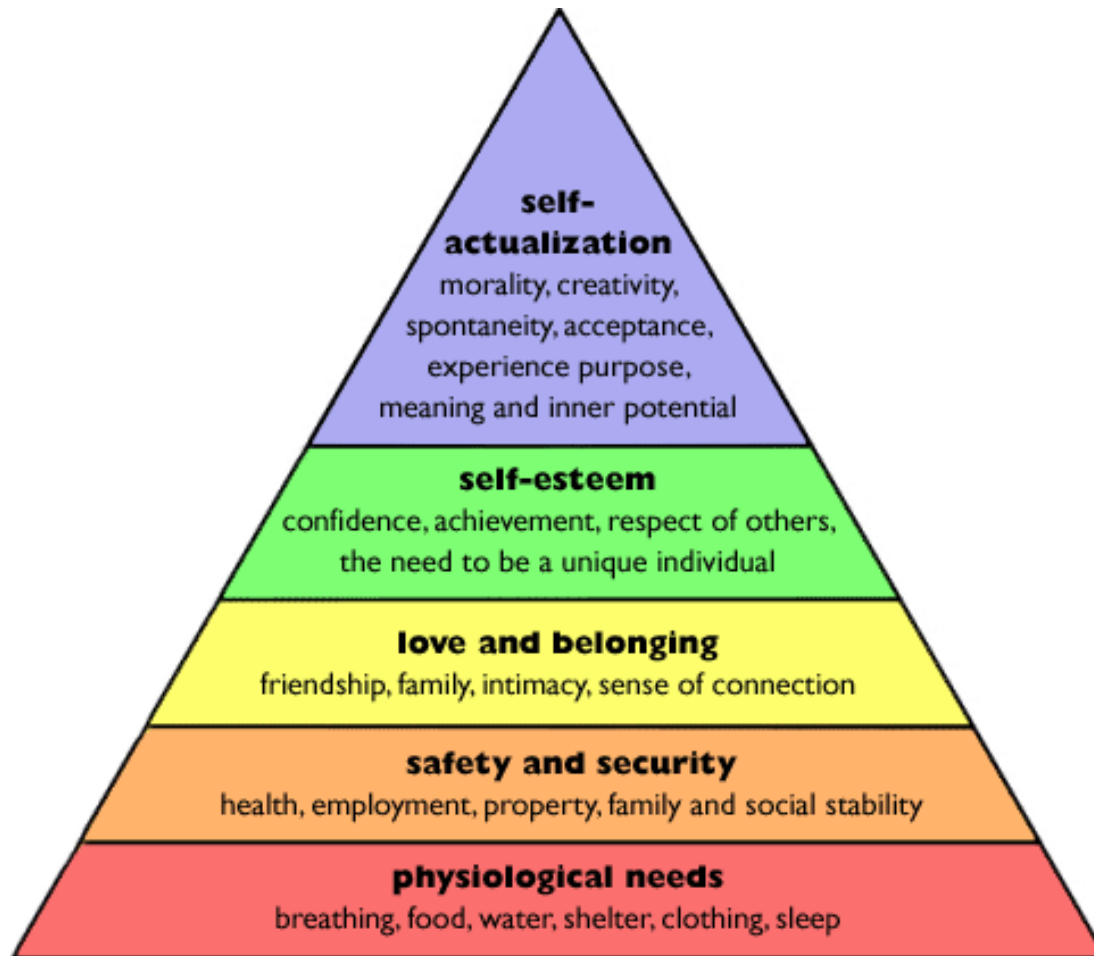
IEA DSM 49th ExCo meeting, Dublin, Ireland
12 May 2017

Svetlana Gross, Swedish Energy Agency

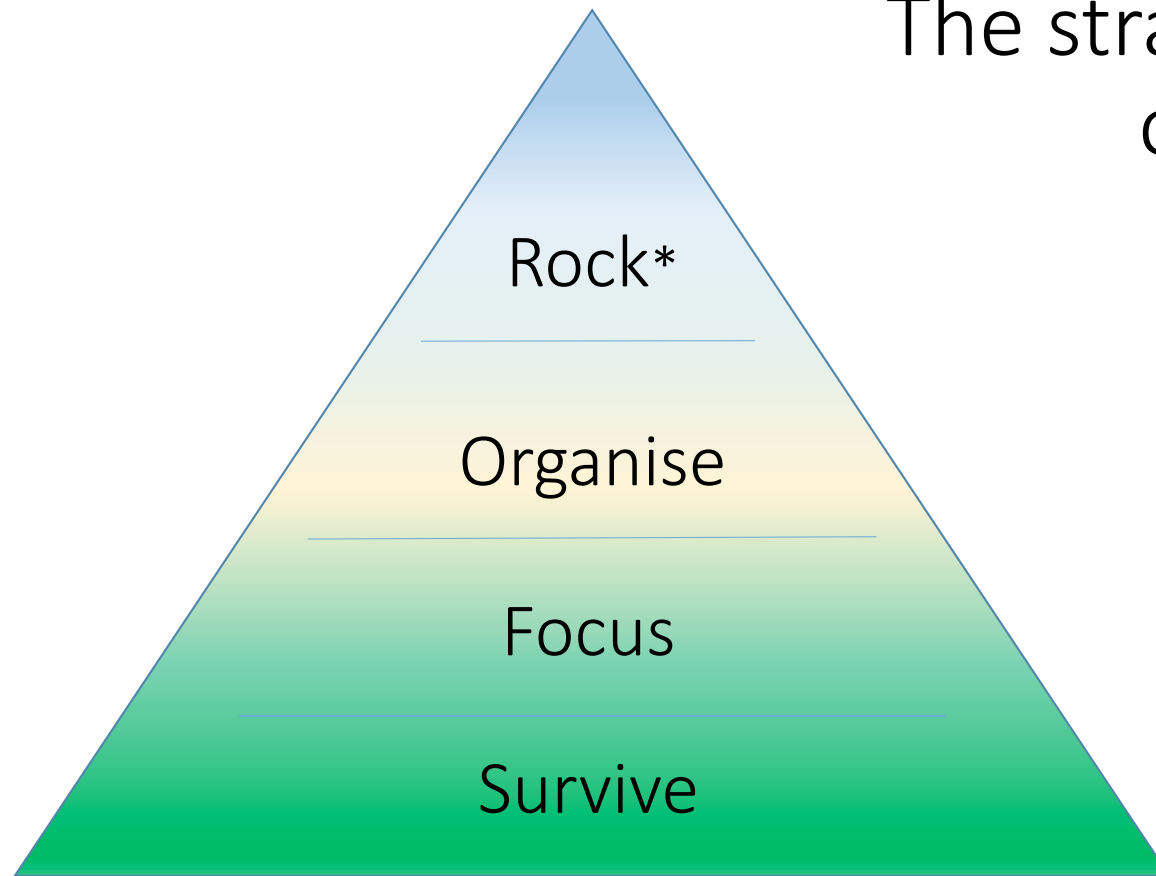
Why and when do we need strategy?

- Strategic communication needs to be presented to EUWP in order to extend the term for DSM TCP
- Current term: 1 March 2014 to 28 February 2019
- Deliverable: a report in an IEA template due latest February 2018

We'll start here

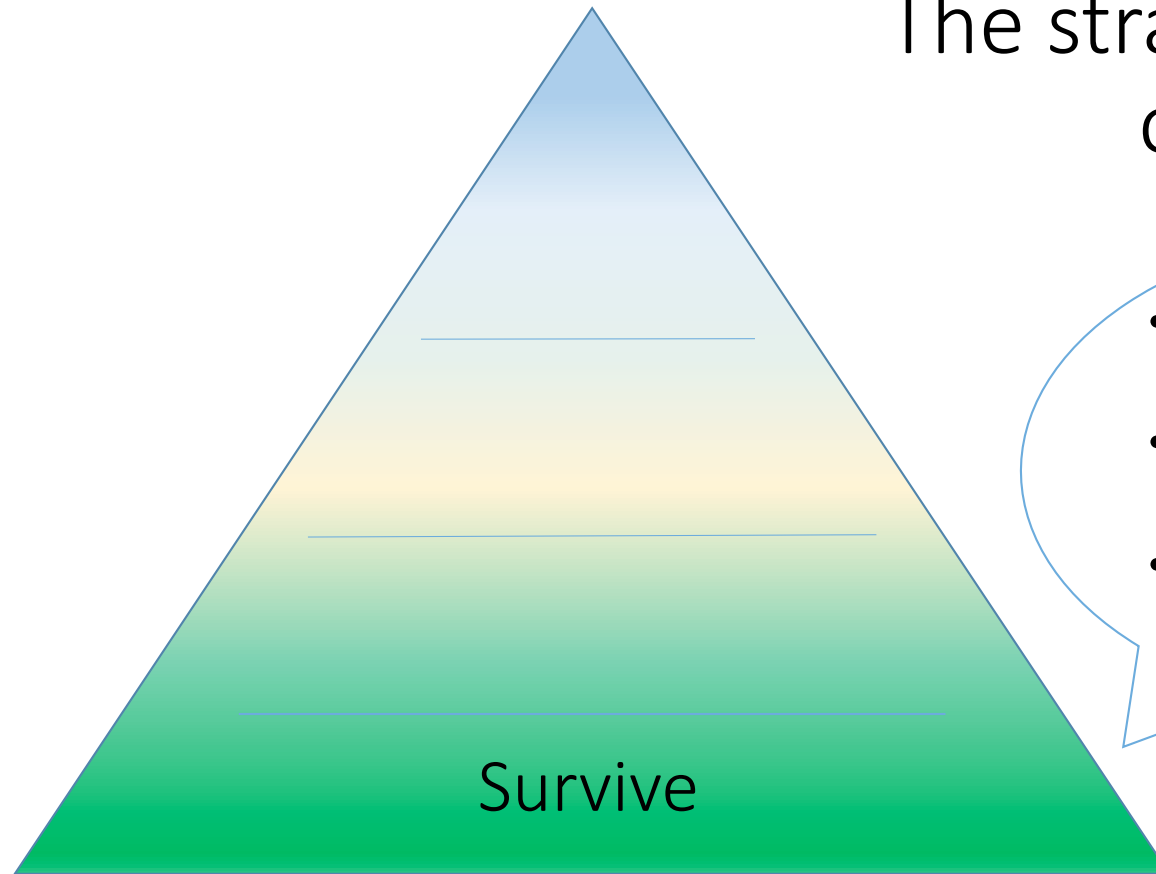


The strategy hierarchy of needs



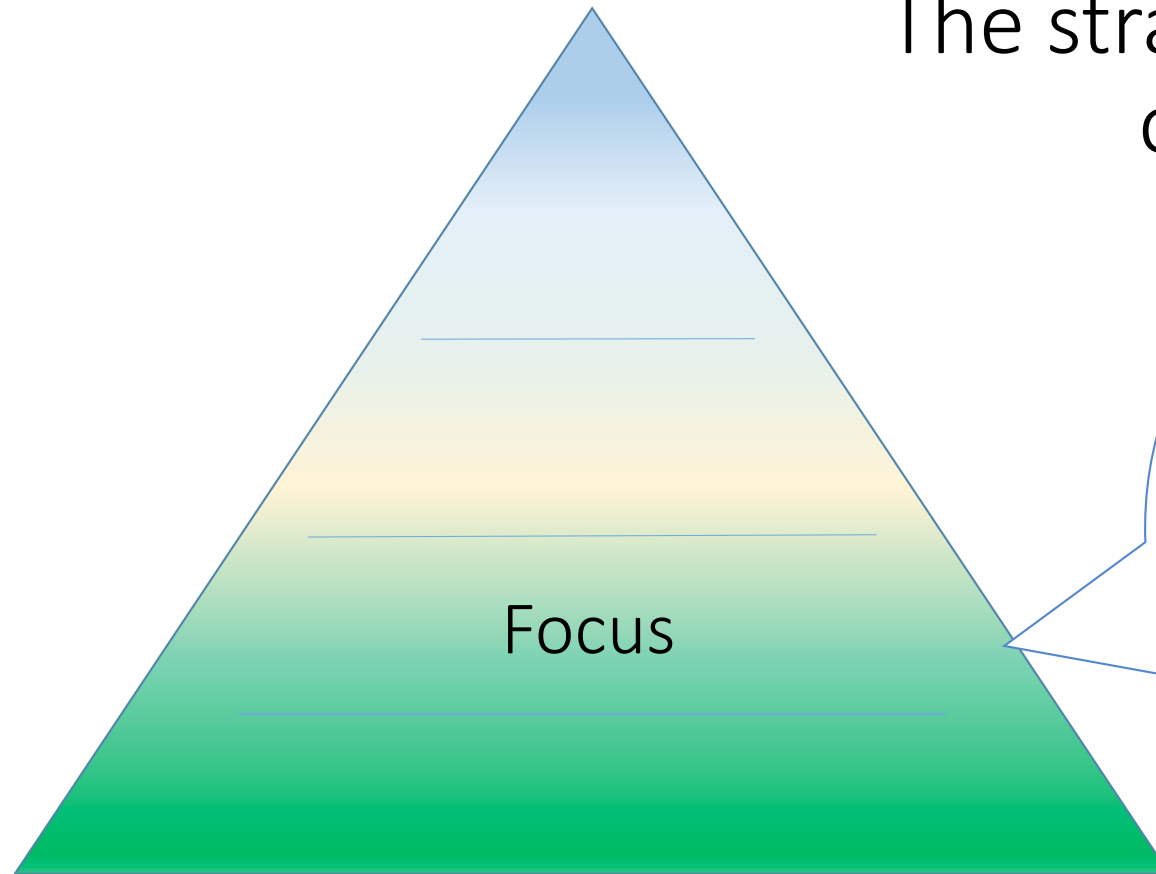
* Disseminate, collaborate and grow

The strategy hierarchy of needs



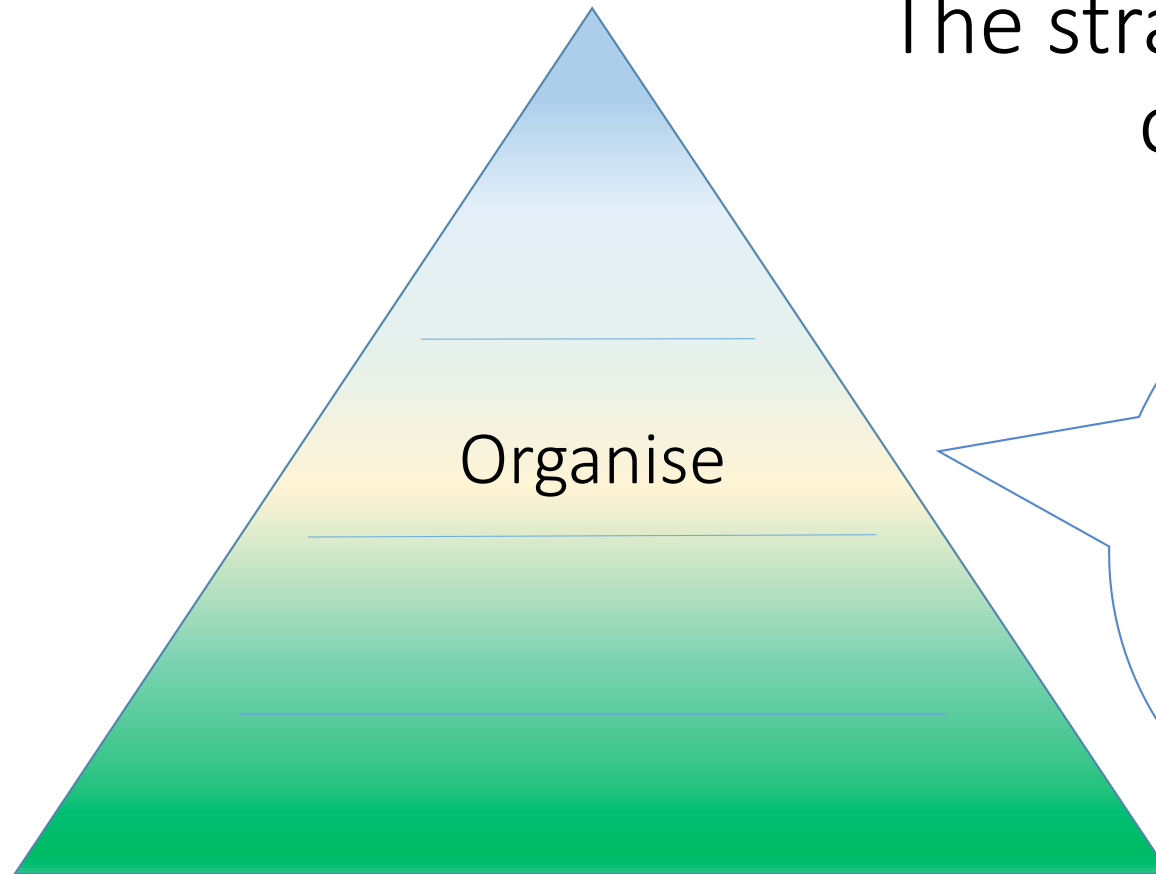
- New leadership needed
- Member countries need to step up
- We need to be able to fund Tasks

The strategy hierarchy of needs



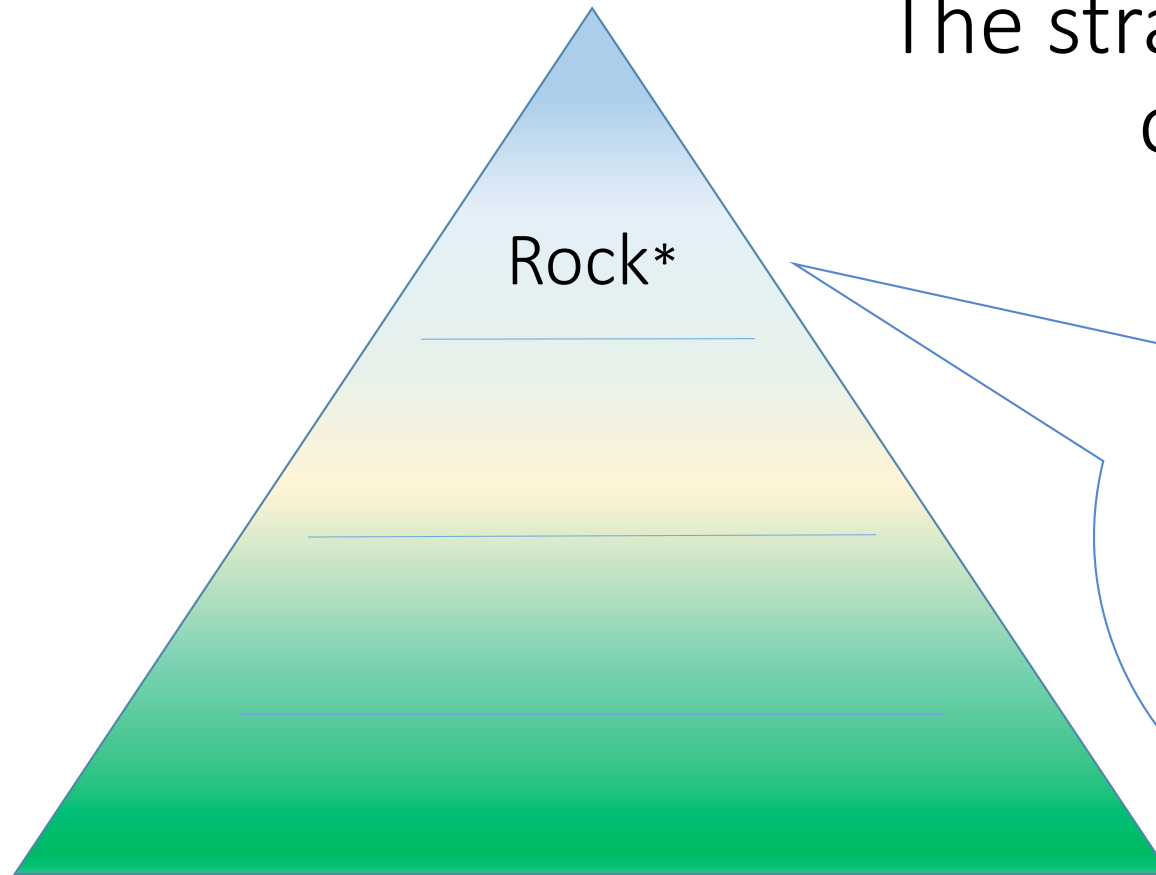
- Has effects on who to collaborate with/ new members
- Has effects on who the ExCos are
- Essential to the message and the language for this TCP
- Balance historical and current work

The strategy hierarchy of needs



- Effective and transparent process (calls?)
- Strategic communication
- Forms for collaboration (ExCos, ExCos and Task experts, TCPs, IEA)
- Impacts all activities

The strategy hierarchy of needs



- Active and internationally acclaimed tasks
- Academic and industry collaborations
- Impact towards IEA, other TCPs, MI, CEM
- New members
- Rock!

* Disseminate, collaborate and grow

A TCP is its member countries, it's up to us

Q1: What value do you get from membership in DSM today?

Q2: How do you/your organisation contribute to TCP today?

A TCP is its member countries, it's up to us

Q3: What value do you expect six years from now (2023)?

Q4: How can you/your organisation contribute to create the value you expect?