

Demand Side Management Task 25

Business Models for a more effective market update of DSM energy services

Reinhard Ungerböck



Why task 25?

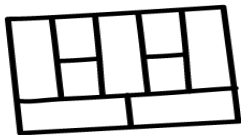
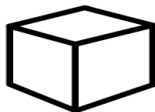
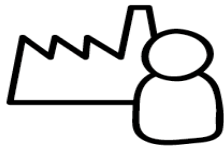
Difficult market for EE

Tech push

System focus on products/goods and profit

More focus on end-user value and services

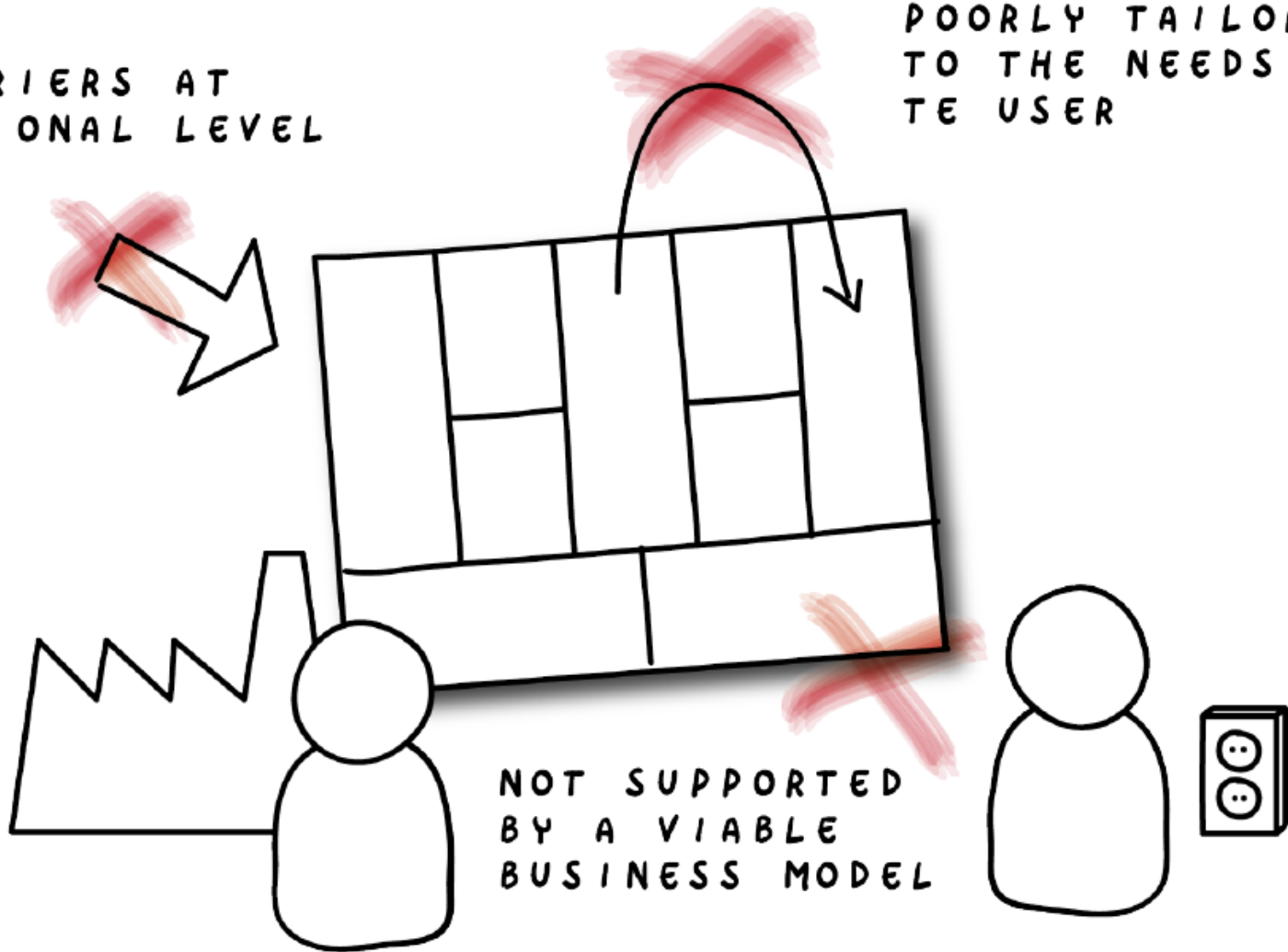
What BM works when where and why



Why task 25?

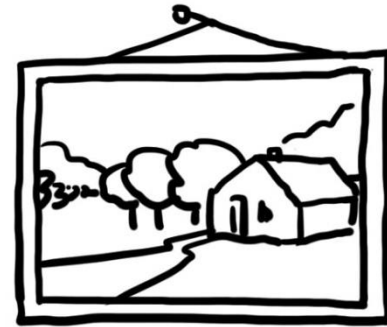
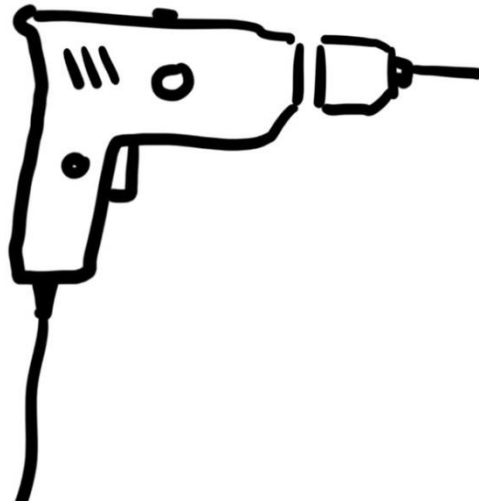
BARRIERS AT
NATIONAL LEVEL

POORLY TAILORED
TO THE NEEDS OF
THE USER



Goods

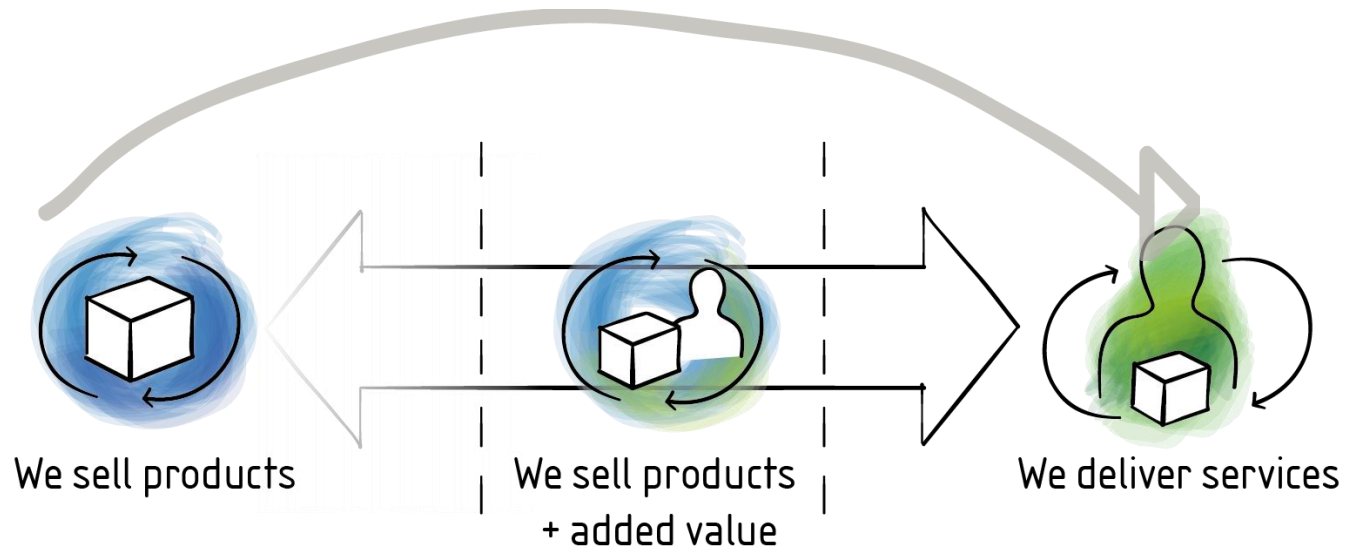
Services



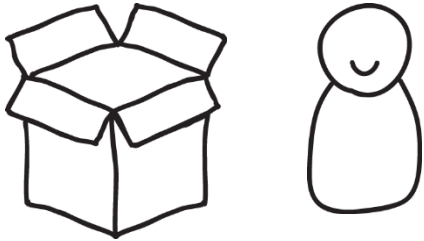
- Output-orientation
- Offer stated in tech-specs
- Efficiency: low costs, high margins
- Value in exchange/transaction
- User role passive

- Solutions
- Value = outcomes for user
- User role is active
- Value in use
- Co-creation
- Delivered within a system
- Good/technology is 'enabler'

Transition!

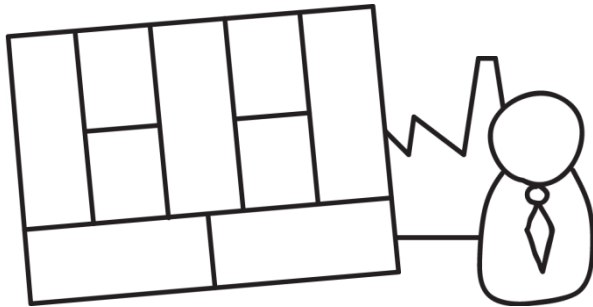


Three levels!



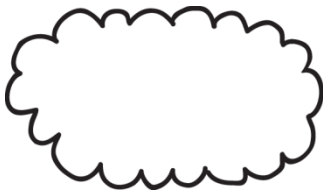
Entrepreneur and capabilities

- Sensing/sharing/learning
- Customising/contextualising
- Orchestrating
- Stretching and scaling
- Learning



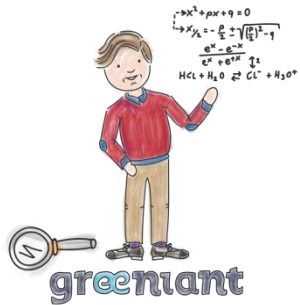
Business model

Internal consistency!



Context/key players and stakeholders

Capabilities



ideate
service design innovation

Co-Learning / Sharing

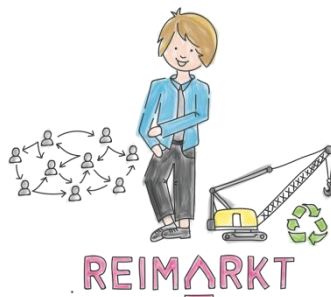
Customize / Co-Create



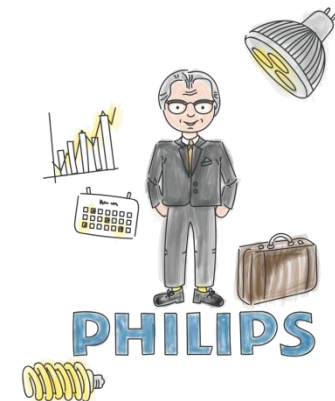
ideate
service design innovation

Orchestrate

Contextualize

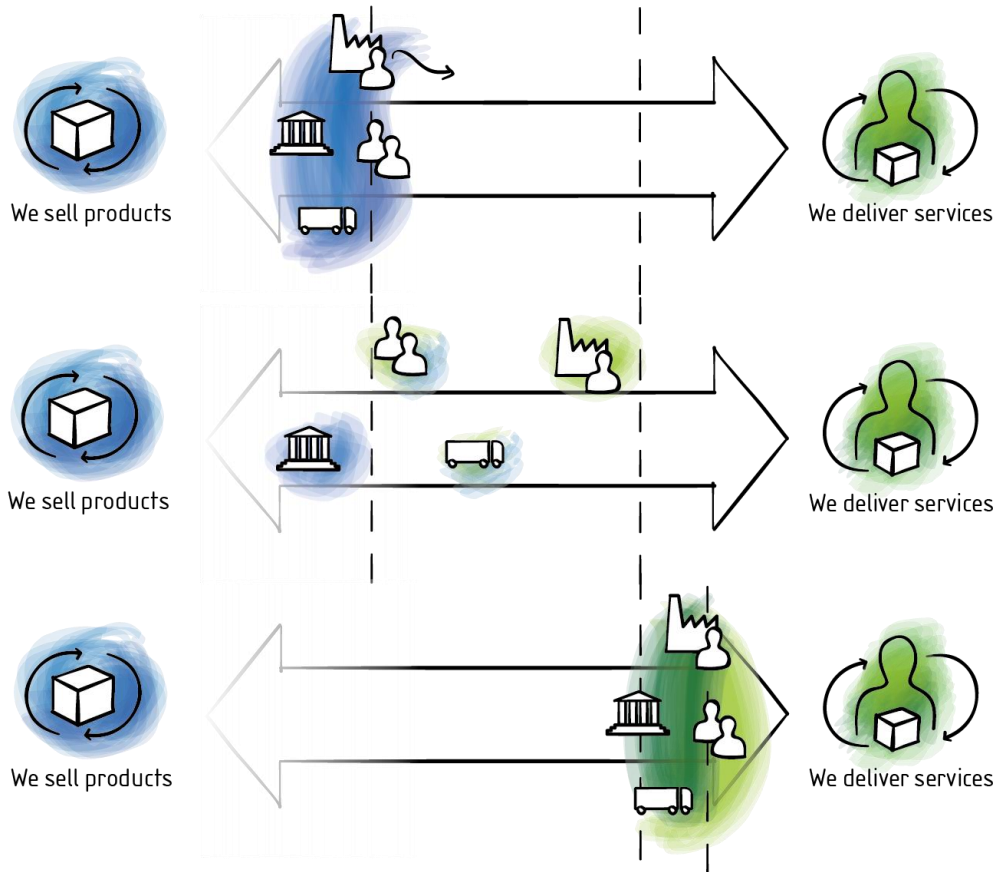


ideate
service design innovation



ideate
service design innovation

Many ways of doing business



Actions in this task...

- ✓ Workshops
- ✓ Longlist + 350
- ✓ propositions
- ✓ Shortlist +60
- ✓ Interviews
- ✓ Case analysis
- ✓ Context analysis
- ✓ Newsletter
- Global analysis

- Creating solutions, guidelines, training and roadmaps
- Disseminate

- Comparative analysis
- Transferability of BM
- Identifying inhibiting and enabling factors
- National workshops

Who participates in this IEA DSM task?

Austria
Netherlands
Norway
Sweden
Switzerland
South Korea
Canada (Nova Scotia)?
Ireland?
Germany?





Thank you!

Reinhard Ungerböck, Grazer Energieagentur



ungerboeck@grazer-ea.at

0316 - 811848 - 17

**Grazer Energieagentur
Kaiserfeldgasse 13/I
8010 Graz**



Direkt zur Homepage!

www.grazer-ea.at

