



**FORTY FOURTH  
EXECUTIVE COMMITTEE  
MEETING MINUTES**

*15 – 17 October, 2014  
Graz, Austria*

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## **1. GENERAL BUSINESS**

### **Welcome**

The meeting was opened by Boris Papousek who welcomed the participants to Graz, Austria on behalf of the Graz Energy Agency, the host for the meeting. Rob Kool, Executive Committee Chairman welcomed new Executive Committee members from Korea, Ms HyoJin Lim and Mr SangKug Im, and Ms Asari Efiog from the European Bank for Reconstruction and Development (EBRD), who attended as an Observer.

Belgium, India, Italy, Spain, and the European Copper Institute were unable to attend the meeting. Italy, the UK and the US sent their views and votes by e-mail prior to the meeting.

The participants are listed in Attachment (A).

### **Pre-Meeting Information**

Anne Bengtson, the Executive Secretary, provided via e-mail, a document containing material associated with the Executive Committee meeting. This document will be referred to throughout these Minutes as the Pre-Meeting Document (PMD).

### **Adoption of the Agenda**

The Agenda was reviewed and approved as shown in Attachment (B).

### **Approval of the Minutes from the 43rd Executive Committee Meeting**

The Minutes from the 43rd Executive Committee Meeting were distributed earlier and were approved at the meeting without changes.

### **Addition of a glossary to the Minutes**

The Executive Committee members decided to add a glossary to all future Minutes, to explain the numerous abbreviations of the Implementing Agreement, other IAs, organisations and working groups. See Attachment C.

### **Status of the Agreement**

Rob Kool informed the Executive Committee members that François Brasseur presented the DSM IA on 10 September to the EUWP, which included additional information that addressed the EUWP's earlier concerns. The EUWP decided to recommend the CERT to approve an additional extension from 1 March 2016 to 28 February 2019. The CERT will meet in November 2014.

### **IEA Secretariat News**

Rob Kool informed the Executive Committee members that Melanie Slade was appointed as the new DSM IA Desk Officer on 31 March 2014. In October 2014 Rob Kool was informed that Melanie Slade would no longer be the Desk Officer for the DSM IA and she would instead concentrate on managing the new IEA Energy Efficiency in Emerging Economies Programme.

Despite the new rule which has been implemented at the IEA, that Desk Officers will no longer attend Executive Committee meetings once per year unless the DSM IA at that time is working on a topic that has value for input to a chapter in either the IEA ETP or WEO or other publication that the IEA is currently working on. The Executive Committee members expressed their disappointment that no one attended the meeting from the IEA Secretariat, since the Graz meeting was so close to Paris.

An IEA Secretariat overview report of current and future energy efficiency projects was provided by the IEA Secretariat for the Executive Committee meeting and was included in the Pre-Meeting Document. See pages 13 - 21 in the PMD.

## **Attendance of EBRD as an Observer at the meeting**

Ms Asari Efiang, EBRD, attended the meeting as an Observer and gave a brief overview of her work at EBRD. EBRD is especially interested in Task 25 - Business Models, but is also interested in finding other ways of applying knowledge and expertise to specific situations in countries that the EBRD work with.

## **Contacts with interested countries**

Contacts with the National Development and Reform Commission (NDRC) China, the Electricity Generating Authority Thailand (EGAT) and SANEDI, South Africa have continued. Efficiency Nova Scotia, Canada has shown interest in the DSM IA and plan to attend the next Executive Committee meeting in South Africa as Observers. Ms Efiang, EBRD will also be invited to attend the meeting in South Africa as an Observer.

South Africa has offered to hold the 45<sup>th</sup> Executive Committee meeting in Cape Town, South Africa in March/April 2015 irrespective of whether they have joined the DSM IA or not by then. The IEA Secretariat plan to send a delegation, led by Melanie Slade, to Johannesburg in March 2015 and Melanie Slade and the DSM IA are interested to see whether it is possible to hold back-to-back meetings. If not, it may be possible for Melanie to at least attend the DSM Executive Committee meeting as a representative of the IEA Secretariat.

China has offered to hold the 46<sup>th</sup> Executive Committee meeting in Beijing, China in October 2015, whether they have joined the DSM IA or not by then. Philip Zhang, Copper Alliance Asia is the contact person for the arrangements.

Gabriele Sartori, Australia, is interested in exploring the possibilities of Australia re-joining the DSM IA. Paul Atkins and Sea Rotmann will follow up with Gabriele Sartori and Australia.

## **Contacts with possible Sponsors**

Rob Kool informed the Executive Committee members that contacts with the King Abdul-Aziz University, Saudi Arabia and the Kuwait Institute for Scientific Research have been maintained. During the past six months the Operating Agent of Task 24 has also been in contact with Australia.

Barry Bredenkamp, South Africa, has in the past six months confirmed to the Chairman via e-mail that South Africa is still fully committed to joining the DSM IA. Due to bureaucracy, their joining will probably not be formalised until the last quarter of 2014. South Africa would like to participate in Task 24 to begin with.

The position of Schneider Electric has been clarified and they will not join as Sponsors, but are open to cooperation in Tasks if it is of benefit to them.

Rob Kool stated that the IEA requires that all countries invited to participate in the DSM Implementing Agreement be formally invited and recorded in the Minutes on a regular basis. Therefore, the Executive Committee decided to again formally invite the following countries to participate as Contracting Parties:

### **IEA Member countries that are not yet participating in the DSM Implementing Agreement:**

Australia, Canada, The Czech Republic, Germany, Hungary, Ireland, Poland, Slovakia, and Turkey.

### **Non-member countries that participate in other Implementing Agreements:**

Russia, South Africa, Mexico, Venezuela, Algeria, Brazil, Peoples Republic of China, Croatia, Egypt, Israel, Lithuania, Ukraine and the United Arab Emirates (UAE).

### **APEC countries:**

Chile, Estonia, Hong Kong, China, Singapore, Kuwait and Thailand

### **Non-OECD countries:**

Saudi Arabia  
Serbia

The Executive Committee members renewed their invitation to the above-mentioned countries and/or any entity they may designate, to become Contracting Party to the DSM Implementing Agreement.

The Executive Committee unanimously:

RESOLVED that the King Abdul-Aziz University, the Kuwait Institute for Scientific Research (KISR) and the European Bank for Reconstruction and Development (EBRD):

- (1) (hereafter ‘The Potential Sponsors’) be invited to join the Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management on the terms as set out below:

If one or more of the Potential Sponsors join the DSM Implementing Agreement, they will:

- a) Have no greater rights or benefits than Contracting Parties from OECD member countries. No representative of any Sponsor may be designated as Chair or Vice Chair of the IA, nor vote on the accession of new Sponsors or Contracting Parties or on the election of existing Sponsors or Contracting Parties;
  - b) Pay an annual fee of USD 8,000 to the Common Fund
  - c) Be recognized as a Sponsor from the date they sign the IA;
  - d) be entitled to send a representative and an alternate representative to the twice-yearly Executive Committee meetings of the Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management;
  - e) have a full single vote in the Executive Committee, equal to that of a Contracting Party on matters pertaining to the Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management Programme of Work. This will enable Sponsors to make proposals for the work Programme, participate in the voting on all topics and all other matters excepting those items defined in item a) above; and
- (2) RESOLVED that Rob Kool, Chairman of the DSM Executive Committee, will expedite and finalise the formal procedures of membership on behalf of the Executive Committee.

#### **DECISION:**

- **unanimously resolved** to invite non-participating countries and sponsors to participate in the DSM Programme (see above list of countries)
- **renewed** Executive Committee **approval** of the resolution to invite Sponsors

#### **ACTION:**

- maintain contacts with China (NDRC), Saudi Arabia, South Africa (SANEDI), Kuwait (KISR), Thailand (EGAT), Efficiency Nova Scotia, Canada and the European Bank for Reconstruction and Development (EBRD).

#### **IA relations, BCG and ECG**

François Brasseur, Maria Alm and Rob Kool are all members of the EUWP, however Rob and Maria did not attend the last meeting, and Francois Brasseur did not attend the Executive Committee meeting, so there was no further information to relay. Melanie Slade would like to link the DSM IA with the Energy Efficiency Working Party (EEWP) and Rob has responded that the DSM IA is willing to collaborate.

Rob Kool attended the Buildings Coordination group (BCG) meeting and got a good overview of what other building related IAs are working on. The new Chair is Ezilda Constanzo.

The Electricity Coordination group (ECG) headed by Michael Moser, is having difficulties in getting IAs to participate, despite trying to arrange phone-conferences, so nothing to report from their meeting.

#### **Project preparatory committee report**

The Chairman reminded the Executive Committee of their decision in Chester to set up a Project Preparatory Committee (PPC) consisting of the Chairman, the Vice-Chairs and the Advisor. The aim of the meeting was to

prepare work prior to the Executive Committee meeting and avoid duplicate reporting and solve common problems that Tasks may have.

In the past six months the PPC has had one conference call to primarily discuss: (1) daily operations; (2) request for an extension of the DSM Implementing Agreement; (3) membership; (4) outreach; and (4) Executive Committee procedures. See page 22 in the PMD for details.

Tom Bastin, via e-mail agreed with the suggestion to try and hold meetings in easily accessible capital cities, as it would be a great help to attend meetings more often, with a constrained travel budget. He also stated that as the Chair of the EEWP he would be happy to pursue with Melanie Slade how links might be strengthened between the EUWP and EEWP.

The Executive Committee members **approved** the PPC Report.

**DECISION:**

- The Executive Committee members **approved** the PPC Report.

**Report from the workshop in Vienna**

A workshop titled: Electricity Supply of the Future. Renewable Generation – Smart Grids – Active Customers took place on 15 October in Vienna. The workshop was very well attended. At the end of the workshop the DSM IA and ISGAN IA were given the opportunity to discuss how to improve coordination and information exchange between the two IAs. It was agreed to start with 2-3 small joint workshops.

## **2. OPERATING AGENTS MEETING**

The Operating Agents meeting was briefly held on 15 March, prior to the Executive Committee meeting. The Chairman, the Vice Chairman, the Visibility Committee Chairman, the Advisor, the Executive Committee Secretary, and five Operating Agents were present.

Linda Hull, Operating Agent Task 23, informed everyone that during the past six months she has presented the key findings of Task 23 in the IEA publication Energy Technology Initiative (ETI).

VAT issues: these have been raised in the past, and have a huge influence on the budget of a Task. As VAT rules are clear now, OA's have to budget taxes/VAT into their budgets when they start a Task. This is no longer an Executive Committee issue.

Ties getting weaker for Operating Agent's as Executive Committee member organisation's not there as back-up any more, in some cases.

It was underlined that Tasks normally are cost- and Task shared and that both need to be honoured. A standard process on how to participate should be stated in the National Participation Plan's (NPP's).

It is the obligation of the Executive Committee delegate of the participating country to ensure that no extra rules are imposed on the Operating Agent. In the past Operating Agent's have suffered tax changes and VAT issues. As most Tasks are new or extended, Operating Agent's are now expected to include VAT in their budgets.

Further, Rob reminded the Executive Committee members that they are the owners of the Tasks and it is their responsibility to suggest and prepare new Tasks.

## **3. EXTENSION OF WORK AND NEW WORK**

### **DSM University**

The Status Update Report for the DSM University was provided on pages 23-25 in the Pre-Meeting Document and was presented by Hans Nilsson, Advisor to the DSM Programme.

Hans Nilsson started his presentation by saying that the DSM University is developing largely according to plan at a steady pace where it is possible to deliver in a way that creates confidence in users and interested parties, thanks to Leonardo Energy provided by the European Copper Institute.

The webinars are considered to be the “heartbeat” of the DSM University and have so far attracted 1200 registrations and roughly 500 participants. Each webinar is recorded and available here: <http://www.leonardo-academy.org/totara/program/details.php?id=10>

The webinars can also be reached through [www.dsmu.org](http://www.dsmu.org) and [www.dsmuniversity.org](http://www.dsmuniversity.org).

The webinars are divided into 6 themes:

- Theme 1: The logic of DSM
- Theme 2: Governance (Energy Management)
- Theme 3: Energy use (load level)
- Theme 4: Flexibility (load shape)
- Theme 5: Integration
- Theme 6: Business models

Since February 2014, six webinars have been arranged on the following topics:

- ❖ Impact evaluation of Energy Efficiency and DSM programmes (Task 1 –Subtask 9)
- ❖ Spotlight on Demand Management (ISGAN IA Annex 2)
- ❖ Best Practices in Designing and Implementing Energy Efficiency Obligations Schemes (Task 22)
- ❖ ESCo market development: A Role for Facilitators to Play (Task 16)
- ❖ Using Demand-Side Management to Support Electricity Grids (Task 15)
- ❖ Theme 5 – Integration with the title “ *Managing Variability, Uncertainty and Flexibility in Power Grids with High Penetration of Renewables* ” presented by Dr Lawrence Jones, Alstom

Three more webinars are already in preparation. Webinars will be arranged and announced in a rolling 6 months plan in the future. Webinars typically take place during the first week of every month. Guest opportunities will be provided.

During the next six months the web-platform that will allow the DSM University to manage material in a structured way and provide more formal training material will be further developed. Contents will be edited and channeled for different target groups and “outlets” will be sought to find those who are willing to make use of the available material.

Paul Atkins suggested that the DSM University take a look at the NERI Knowledge Centre.

The DSM University will be featured in the Annual Report 2014.

The Executive Committee members **approved** the Status Report.

It was **decided** to move forward according to plan.

#### **DECISION:**

The Executive Committee:

- **approved** the Status Report
- **decided** to move forward as proposed above

#### **ACTION:**

- Hans de Keulenaer and Hans Nilsson should move forward with the DSM University as proposed

#### **New work – Break-out groups**

In breakout groups new possible work and links were discussed within the framework of the new strategy.

- Markus Bareit and Harry Vreuls will prepare a two pager concerning Multiple Benefits for the next Executive Committee meeting



- The Advisor and RAP will organise a webinar within the framework of the DSM University on German ideas on EOM 2.0
- Matthias Stifter will prepare a paper on Big Data

Others ideas should be sent to Anne Bengtson [anne.bengtson@telia.com](mailto:anne.bengtson@telia.com)

Concerning EBRD: after being an Observer, collaboration options will be discussed bilaterally.

#### 4. FINAL MANAGEMENT REPORTS

##### **Task 23 – Role of the Demand Side in Delivering Effective Smart Grids – Final Management Report**

The Final Management Report was provided on pages 30 – 45 in the Pre-Meeting Document and was presented by Linda Hull, EA Technology Ltd., the United Kingdom.

Linda Hull started her presentation by saying that the factors that influence the energy consumption within a Smart Grid context are wide-ranging and complex. Task 23 has specifically considered those factors that relate to the consumer, i.e. how individuals interact with Smart Grids. Specifically the project has examined how to ensure Smart Grids deliver energy efficiency and/or cost savings by enabling or stimulating certain energy behavior.

Five countries participated in the Task, namely: Netherlands, Norway, Republic of Korea, Sweden and the United Kingdom and was conducted over three distinct phases: (1) Research; (2) Collation; and (3) Dissemination.

The Task consisted of 5 Subtasks:

- ❖ Subtask 1: Impact of energy markets on the role of customers;
- ❖ Subtask 2: Interaction between technology and customers;
- ❖ Subtask 3: Identification of Risks and Rewards associated with Smart Grids;
- ❖ Subtask 4: Defining offers and programs to help ensure Smart Grids meet the needs of customers; and
- ❖ Subtask 5: Helping customers to actively engage with Smart Grids – Synthesis and Dissemination of Findings.

During the course of Task 23, three research reports have been produced:

- ❖ The Impact of Electricity Markets on Consumers (January 2013)
- ❖ Interaction between Customers and Smart Grid Related Initiatives (November 2013)
- ❖ How risks and rewards from the perspective of customers affects the decision to engage in Smart Grids (December 2013)

Linda introduced the “Smart Grid Guidance Document – “Smart Grid Implementation: How to engage consumers” (July 2014) which is the main output of Task 23. An Executive Summary of Smart Grid Implementation was also provided.

The report will be released to the public in a year’s time (July 2015) in accordance with the agreed Intellectual Property Plan of the Task.

##### **Recommendations for further work**

The review of case studies indicated that whilst a large number of trials and pilots have been undertaken, the majority focused on the technological aspects of Smart Grid deployment and on measuring any changes to energy consumption. At the time that the Task 23 research was undertaken, very few had focused on exploring the behavioural aspects in order to understand the elements that are liked and/or disliked by consumers. Those that did, were at their early stages, so results were not available for analysis within this project. In addition, further new trials and projects are being initiated, many of which have been designed specifically to look at

consumer behavioural aspects. Therefore, it is recommended that work continue to collate evidence from trials and pilots to ensure that learning from these trials is used to update and refine the guidance document produced within Task 23.

It is believed that the step-by-step approach developed by Task 23 represents the elements that need to be addressed in order to ensure consumers are more willing to 'sign-up' to Smart Grid initiatives and deliver the expected outcomes. Each of the steps addresses different elements of the energy behavioural model. In particular, they ensure that the Smart Grid initiative has been designed to ensure that:

- tangible benefits are delivered to consumers;
- specific needs of the relevant industry stakeholders are met;
- outcomes are monitored to evaluate what elements have been successful, why they have been successful and for whom they have been successful. All that remains, therefore, is to put it all into practice. This could be undertaken as a future IEA DSM Task, or independently by Smart Grid implementers. However, it is recommended that the experiences and outcomes be reviewed and used, where appropriate, to update and refine the step-by-step process.

The Executive Committee members from Korea along with Experts will write an article for the Spotlight Newsletter regarding their participation and results in Task 23.

Tom Bastin said via e-mail that he as the UK Executive Committee member approved the Final Management Report and stated that the Task has delivered what it set out to do, in time and budget and has filled an important gap in research on the interaction of smart grids and consumers and provided helpful pointers for future work in this area.

The Executive Committee member **approved** the Final Management Report with acclamation.

• **DECISION:**

The participating Executive Committee members **approved** the Final Management Report

• **ACTION:**

Korea will write an article for Spotlight Newsletter regarding their participation and results in Task 23.

## **Task 20 – Branding of Energy Efficiency**

The Final Management Report of Task 20 on Branding of Energy Efficiency was provided on pages 46 – 55 in the Pre-Meeting Document and was presented by Balawant Joshi, Idam Infrastructure Advisory Private Limited, India.

Balawant started his presentation by saying that the objectives of Task 20 were to identify case studies and develop the best practices in branding of energy efficiency and to identify role of institutional structures and government support in development of successful branding strategies.

Four countries participated in the Task, namely: France, India, Spain, and the United States.

Task 20 was delivered through various activities performed by the Operating Agent. In this Task, involvement of National Experts was very limited. These activities included:

- ❖ Preparation of reference questionnaire for collating information on potential practices in branding of energy efficiency;
- ❖ Internet based survey and filling of reference questionnaire for successful efforts in branding of energy efficiency in the participating countries as well as other countries;
- ❖ Preparation and completion of information collected through survey and reference questionnaire;
- ❖ Preparation of case studies in branding of energy efficiency; and
- ❖ Preparation report on the best practices in branding of energy efficiency.

The development of two exhaustive reports; one containing seven case studies and another containing detailed analysis of these case studies is the major accomplishment of Task 20. These reports will provide deep insight to policy makers, program and campaign designers and private sector on what works and what doesn't when it comes to branding of energy efficiency in real life.

- ❖ Report on Case Studies in Branding of Energy Efficiency
- ❖ Report on Best Practices in Branding of Energy Efficiency

The reports will be made available immediately after the Executive Committee meeting on the Task 20 webpage as well as on the home page under Latest Reports and Key Publications.

### **Recommendations for further work**

Whilst Task 20 provides the best branding practices in energy efficiency, it is believed this could help in the development of successful branding strategies for large-scale deployment of energy efficiency and develop energy efficiency as a brand. The branding practices presented are based on the case studies developed as a part of this Task. Although significant information was collected for each case study to ensure that these case studies are in the same format and the reader is able to compare various aspects of the cases in consideration, these case studies are on the basis of secondary and publicly available information. Due to insufficient budget and administrative difficulties faced by the Operating Agent, primary research could not be carried out. Hence, it is recommended that case studies may be prepared using primary research. It is also recommended that product manufactures and service providers are involved while preparing these case studies. As stated, the case studies relied upon the information available in the public domain. Not only that publically available information is limited but also sometimes intentionally designed by the product or service provider to influence sales and business. Consumer feedback on energy efficiency performance of products or services needs to be studied in an impact assessment of branding strategies.

Balawant Joshi provided a detailed Final Management Report on Task 20, which has had significant problems with the participating countries but still managed to deliver very interesting results on branding.

Tom Bastin stated via e-mail that this Task has been an extended and troubled Task that has probably failed to realise its potential and it will be important to learn lessons to ensure that future Tasks do not face similar difficulties in terms of participants meeting their obligations.

The Executive Committee members who attended the meeting commended the Operating Agent and the Final Management report was **approved** with acclamation in the absence of the participating Executive Committee members in the Task, who were not present and have not reacted to the reports in the past months.

### **DECISION:**

- The attending Executive Committee members **approved** the Final Management Report.

## **5. CURRENT TASKS – LOAD SHAPE CLUSTER**

### **Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages – Phase 3 – Task Status Report.**

The Task Status Report for Task 17 – Integration of Demand Side Management, Distributed Generation, Renewable Energy Sources and Energy Storages was provided on pages 57 – 60 in the Pre-Meeting Document and was presented by Matthias Stifter, Austrian Institute of Technology (AIT), Austria.

Matthias started his presentation by reminding the Executive Committee members that Phase 3 of the DSM IA Task 17 will address the current role and potential of flexibility in electricity demand and supply of systems of energy consuming/producing processes in buildings (residential, commercial and industrial) equipped with DER (Electric Vehicles, PV, storage, heat pumps, ...) and their impacts on the grid and markets. The interdependence

between the physical infrastructure of the grid and the market side will also be looked upon. The scalability and applicability of conducted and ongoing projects with respect to specific regional differences and requirements will be explored (see <http://www.ieadsm.org/ViewTask.aspx?ID=16&Task=17&Sort=0> ).

#### **Objectives for the last six months and progress towards the objectives include:**

- ❖ Subtask 10 – Role and potentials of flexible consumers. Progress towards the Subtask objectives include: (1) a metric for assessing projects based on different properties (e.g., TRL) has been developed and will be reviewed by Task Experts.
- ❖ Subtask 12 – Sharing experiences and finding best practices. Progress towards the Subtask objectives include: (1) An international public workshop (Workshop on DSM: Potentials, Implementation and Experiences) has been organized to discuss implementation and experiences of DSM and DR projects; and (2) a comprehensive list of recent studies and project developments has been started and evaluated.

Task 17 Phase 3 held their kick-off/first Experts meeting on 19 May, 2014, followed by a public workshop in Graz, Austria, to present Task 17. Task 17 was also presented at the Belgian DSM day on 10 June 2014. A second Experts meeting was held on 17 September 2014 during a web conference.

Task 17 has produced a review on the Workshop on DSM: Potentials, Implementation and Experiences and has proposed that the review is used as an article in the DSM Spotlight Newsletter.

The Task has a three-month delay, which has been updated accordingly in the activity time schedule.

#### **Objectives for the next six months include:**

Subtask 10 – Role and potentials of flexible consumers. (1) OA's will prepare document and collect information from Experts.

Subtask 12 – Sharing experiences and finding best practices: (1) OAs will prepare the use-case collection list and send out for comments.

A third Experts meeting will be held on the 3-4 November 2014 in the Netherlands. Planned seminars include attending the IEA EGRD meeting in Berlin, Germany on 22-23 October 2014 to present Task 17. Reports and publications planned for the next six months are:

- Webinar: Contribution to *DSM University* tackling Task 17 objectives and previous findings.
- Conference article about state of the art / projects in DR of participating countries
- Contribution to IEA Expert Group R&D Workshop in Berlin, Germany (Matthias)

Countries participating in the Task are: Austria, the European Copper Institute (in-kind), Netherlands, Sweden, Switzerland and the USA. There is interest from Belgium, Finland, Germany, India, Italy, and Serbia. RSE, Italy, will be the Contracting Party for Italy while the University of Ancona, Italy, will bear the total costs for participating in the Task. Prof. Comodi will be the country Expert.

The participating Executive Committee members **approved** the Task Status Report. The US approved via e-mail.

#### **DECISION:**

- The Executive Committee members **approved** the Task Status Report

#### **Task 24 – Closing the Loop - Behaviour Change in DSM: From Theory to Practice**

The Task 24 Status Report on Closing the Loop - Behaviour Change in DSM: From Theory to Practice was provided on pages 61 - 66 in the Pre-Meeting Document and was presented by Dr Sea Rotmann, New Zealand.

Dr Rotmann started her presentation by saying that there is no behaviour change 'silver bullet', like there is no technological silver bullet that will ensure energy efficient practices. Designing the right programmes and policies that can be measured and evaluated to have achieved lasting behavioural and social norm change is difficult. This Task, and its extension, will help address these difficulties and come up with guidelines, recommendations and examples of best (and good) practice and learnings from various cultures and contexts.

The Task consists of 5 Subtasks:

Subtask 1 – Helicopter overview of models, frameworks, contexts, case studies and evaluation metrics

Subtask 2 – In-depth analysis in areas of greatest need

Subtask 3 – Evaluation tool for stakeholders

Subtask 4 – Country-specific project ideas, action plans and pilot projects

Subtask 5 – Expert platform

Throughout the whole Task the expert platform will be used for project coordination and design.

Progress against objectives during the past six months include:

**Subtask 1** – (1) all information from the “Monster” has been put on a WIKI, which will continue to be a living document to be able to include the Task extension ([www.leadstask24wiki.info](http://www.leadstask24wiki.info)); (2) a story book of the most outstanding examples and recommendations has been printed; (3) energy experts own energy stories have been edited into a short film and presented and analysed at workshops in Wellington, Oxford and Graz; and (4) more case studies from newly joined countries as well as countries contributing in-kind are being added.

**Subtask 2** – (1) the collection of detailed case studies and best practice in four overarching themes are near completion; and (2) analysis of case studies so far has been performed in 5 countries, with 3 outstanding (Austria, Belgium, Italy).

**Subtask 3** – (1) the ‘beyond kWh’ methodological review has been completed and is soon to be analysed; (2) a detailed review on evaluation has been undertaken by Duneworks, and issues have been discussed with Experts at the Task 24 Oxford workshop; and (3) fact sheets for evaluation guidelines on each of the 4 domains of Task 24 are currently being finalised.

**Subtask 4** – information for the Subtask is continually being collected at each of the country workshops and will be summarised at the end of the year when Phase 1 of the Task ends.

**Subtask 5** – the Experts Platform continues to grow and currently contains biographies and details for 224 experts, as well as all information from workshops etc.

Further, (1) content has been created for the website; (2) two Spotlight Newsletter articles have been provided; and (3) Task information has been widely disseminated through online-sharing and social media.

Task 24 has produced a number of publications (see page 63 in the PMD) and attended and given presentations at various conferences and workshops during the past six months, to disseminate and discuss the Task and its results. Furthermore, stakeholder workshops and webinars were organised in conjunction with each project meeting to discuss behaviour change topics relevant to the host country of the meeting.

Work planned for the next six months will include: (1) Subtask 1 – Finalise the ‘Monster’ and Wiki with remaining cases studies and analysis (2) Subtask 2 – finalise country reports from Austria, Belgium, Italy (3) Subtask 3 – finalise ‘Beyond kWh’ analysis of methodology review and evaluation fact sheets; (4) finalise country stories and country-specific feedback and stakeholder analysis; (5) continue Expert Platform for Task 24 extension.

Two Experts’ meetings are planned to take place in the next six months as well as a seminar, and reports planned include: (1) DSM University webinar; (2) country reports on Subtask 4 recommendations; (3) Subtask 3 reports and fact sheets; (4) a publication on storytelling; (5) two papers for the eceee Summer Study proceedings; (6) a Spotlight Newsletter article; and (7) at least one blog for the DSM website.

Even Bjørnstad, Norway, pointed out that as a policy maker he needs reports and results. It was agreed that Even would write some text which would be sent to Task 24 participating Executive Committee member countries and the Operating Agents of Task 24 and be included in the Minutes. See below.

“Dear Ruth, Sea

We are now in the process of finishing the original Task 24, and it seems a good idea to look back at the process leading up to the project and the project plan to check that all expectations are likely to be met. Most of the expected deliverables seem to be well underway, however there are a couple of points /concerns that should be discussed - simply to ensure that you keep them in mind upon finalizing the task, and not risk being taken by

surprise after final delivery.

But first, I must apologize that due to changes in job situation I have not been able to follow the project as closely as I had originally planned. My main reference point is therefore the recent draft paper "Did you behave as we designed you to?" This is in my view a very promising document which could be developed into a paper that answers my concerns. From a "policy maker" perspective, there are two important issues which should be treated more explicitly.

### **1) Elaboration of categories of behaviour**

You include in your definition of "energy behaviour" a wide range of energy related actions/decisions that range from large and "once in a lifetime" investments to the routines of everyday living. This wide understanding of the concept is something I agree with. A fundamental premise for his project is that the techno-economical paradigm that used to (and perhaps even still does) dominate this field, should be challenged by alternative models and theories. In particular it is argued that practice theory is a potent "challenger".

What needs to be clarified is whether the alternative theories should replace the traditional theories on understanding energy behaviour. I think that sociological theories/practice theory has much to offer in the relationship between the complexity of everyday life and the implied energy use/need, and as Hal touched upon in his Oxford keynote, understanding energy effects of social transitions, e.g. from a more "traditional" culture to a modern one. For such energy behaviours the economic calculus makes little sense. In contrast, it also seems to me that practice theory has less to offer when we look at one-shot investments, e.g. changing the heating system or upgrading the wall/loft insulation of the home. These big investments usually represent deliberate discrete decisions that are not primarily induced by a general practice. It would therefore be very valuable to include a discussion of subcategories of energy behaviours in order to reflect this diversity, and to discuss the appropriateness of different theories in relation to the different classes of behaviour. I also think this is relevant given one of the major purposes of this project, namely to remove "silos" between disciplines. In that respect it is important not to build a new silo.

Also the discussion of monitoring and evaluation principles/models is interesting. Here also it seems appropriate to allow for different approaches to different behaviours; a deep retrofit of a building shell is a persistent "behavioural change", as the building will keep performing better for the next 50 years. A lowering of the thermostat setting, on the other hand, is more prone to reversal. Therefore some behaviours are more suited than others for a simple "counting exercise" as evaluation method. This also is a relevant element of a discussion of categories of behaviour.

Then I must admit that in the last parts of the paper it becomes difficult to follow the reasoning from a "practitioner's" point of view. Both the understanding of the intervention and the evaluation method becomes very complex. With participation from a multitude of stakeholder and end user groups, a range of potentially changing goals and dynamics along time and across stakeholder groups and technologies, it becomes difficult to see how one could approach this in a practical way. But of course, the theoretical discussion must precede the practical application.

### **2) Implications for the intervention**

Note that the discussion above is mainly academic: the question is which theoretical models and methods are most appropriate for understanding and explaining different behaviours, and for monitoring and evaluating (changes in) behaviour. The person behaving is of course largely unaffected by this fundamental discussion of, I am tempted to say, ontology. So far we have not really influenced behaviour. The key question for a policy maker, which is not answered by this discussion, is therefore: In which ways do the different academic positions influence the design of the intervention? How should typical current interventions, assumed to be faulty because of a flawed theoretical understanding, be changed or adjusted in order to better achieve the desired behavioural change?

For me, as a "policy maker", this is the core question of the Task. A suggested way to answer it, would be to take a number of typical interventions from the case studies, preferably from different behavioural categories, and "redesign" these interventions, including the monitoring and evaluation method, according to the principles derived from the alternative theoretical understanding of the behaviour. You touch on these issues in the paper, but at a very abstract level. What I am wishing for, is simply bringing this discussion down to earth in a systematic and practical way.

You have a vast empirical material in your Task, and I think it is correct as Sea said, the answers to these questions are in there. You just need to boil down the essence.

23. Oct 2014 Even B.”

South Africa has pointed out their continued wish to the Chairman to join Task 24 when they join the DSM IA. This is now expected to take place at the end of 2014 or the beginning of 2015. It is therefore unclear if South Africa will actually be part of Task 24 Phase 1. If that still is the case, the Task will have to be extended automatically (for South Africa input mainly) until at least after the Executive Committee meeting in March 2015 in Cape Town, South Africa.

Tom Bastin stated in an e-mail that they approve of the update report and potential extension to cover South African participation. The UK notes the significant progress and in particular the impressive dissemination activities but again it is disappointing that some participants have been unable to meet their obligations causing knock-on delays.

The Executive Committee **decided** that, for countries who financially participated in the Task but did not fulfill their Task sharing activities (i.e. by committing a national expert for 42 days over the task duration, which was especially critical for input into Subtasks 1, 2 and 4), the Operating Agents were not required to fulfill these national experts’ duties on top of their OA duties. This is particular relevance to Belgium and Italy, where national experts are either missing or have not been able to put the required time and effort into supporting the Task with their country expertise.

The Executive Committee members **approved** the Task Status Report.

#### **DECISION:**

- Executive Committee members **approved** the Task Status Report
- The Executive Committee also **decided** that, for countries who financially participated in the Task but did not fulfil their Task sharing activities (i.e. by committing a national expert for 42 days over the Task duration, which was especially critical for input into Subtasks 1, 2 and 4), the Operating Agents were not required to fulfil these national experts’ duties on top of their OA duties. This is of particular relevance to Belgium and Italy, where national experts are either missing or have not been able to put the required time and effort into supporting the Task with their country expertise.

#### **Task 24 – Extension: Closing the Loop: Behaviour Change in DSM: From Theory to Practice - Extension**

The proposal for an extension on Task 24 – Behaviour Change in DSM was distributed separately from the Pre-Meeting Document and was presented by Dr Sea Rotmann, New Zealand.

Dr Rotmann started her presentation by explaining that the Task 24 Extension aims to use a Collective Impact Approach as its overarching methodology to develop and test the tools, guidelines and an overarching ‘language’ that will support the Behaviour Changers to collaboratively work towards improving the uptake of behavioural demand side management interventions. This will be done by:

(1) bringing together a selective range of highly engaged experts from every sector involved in changing energy-using behaviours (‘the Behaviour Changers’) and breaking down silos by understanding their different mandates, conflicts and restrictions; (2) selecting the top 3 DSM issues in each country and focusing on the most pressing issues to delve in deeper with the relevant Behaviour Changers; (3) use a new model of understanding the ‘human side’ of the energy system to create real-life practical solutions, collect relevant stories and apply the Collective Impact Approach in practice; (4) develop, via shared learning and collaboration with all Behaviour Changer sectors, a toolbox of interventions which matches each Behaviour Changers’ needs and contexts; (5) standardise evaluation of behaviour change programmes by providing a common measurement tool; (6) collate country and sector learnings into an overarching story, guidelines and recommendations for the international energy community. For anyone joining the Voluntary Subtask 11, there will be opportunity to apply all these Task 24 recommendations and tools into a real-life application of a DSM intervention.

The following Subtasks are proposed:

- ❖ **Subtask 5** – Continued Social Media Expert Platform
- ❖ **Subtask 6** – Top DSM Issues per Participating Country-*Understanding Behaviour Changer Practices & Priorities ('The Issues')*
- ❖ **Subtask 7** – National DSM Experts and Stakeholder Analysis - *Who are the Behaviour Changers in these top areas?(The 'People')*
- ❖ **Subtask 8** – A context-sensitive toolbox for Behaviour Changers - *Developing a Toolbox on Interventions for Behaviour Changers ('The Tools')*
- ❖ **Subtask 9** – Standardising Evaluation Methodology of Behaviour Change Programmes - *Standardising Evaluation Beyond kWh ('The Measure')*
- ❖ **Subtask 10** – Collation, recommendations, international learnings - *Telling an Overarching Story ('The Story')*
- ❖ **Subtask 11** – Implementation, Evaluation, Iteration of Pilots, Programmes or Policies designed in Subtask 8 - *(Voluntary) Real Life Application*

Throughout the extension Subtask 0 will be used for project coordination, Executive Committee member feedback and reporting.

The deliverables include:

**Subtask 5:**

*Deliverable 6:* Social network expert platform and meeting place for (invited) DSM and Behaviour Changers and implementers. This platform may in future be hosted on the DSM IA Task 24 website.

*Deliverable 7:* At least one international conference for all Behaviour Changers involved in Task 24.

**Subtask 6:**

*Deliverable 8:* List of top 3 DSM issues, including analysis of case studies elsewhere and their approximate contribution to each participating country's load management (economic, technological, political and societal potentials).

*Deliverable 9:* Continued collection and analyses of case studies and stories to add to the 'Monster' Wiki (Subtask 1 and 8).

**Subtask 7:**

*Deliverable 10:* National networks of Behaviour Changers from all 5 sectors (government, industry, research, intermediaries, the third sector) in at least one of the top 3 DSM focus areas (chosen in ST 6); including workshop reports and all videos, presentations, Pecha Kuchas, stories, blogs, Wiki etc.

**Subtask 8:**

*Deliverable 12:* Testable toolbox of interventions of each country and their top areas of DSM focus This includes:

- ❖ A description and evaluation of the validity and effectiveness of the Collective Impact Approach in the energy arena, possibly as a peer-reviewed paper (could be part of a special issue on Task 24, as envisaged in the continuation of ST5)
- ❖ A decision making tool that enables Behaviour Changers to better utilise the findings of ST1 and 2 without necessarily having to read all large Task 24 reports
- ❖ A peer-reviewed paper on the impact of storytelling in DSM, including tests of its validity and the impact of narratives on (un/biased) recall
- ❖ A collection of sector stories from each Behaviour Changer in each country and DSM topic chosen in ST6, including analysis on how these stories can be used to aid collaborative DSM intervention design
- ❖ This includes a list of (behavioural intervention) tools each Behaviour Changer has at their disposal in each of their national and sectoral contexts
- ❖ Tested and iterated evaluation tool developed in ST 3
- ❖ Testable toolbox for national Behaviour Changers (when choosing to take part in ST11) and/or



synthesis of tools to feed into the Overarching Story (ST10)

**Subtask 9:**

*Deliverable 13:* An internationally validated set of tools and metrics for evaluating behaviour-based energy programmes ‘beyond kWh’

**Subtask 10:**

*Deliverable 14:* Internationally validated, interactive handbook for taking behaviour change theory into practice with in-depth examples of each participating countries’ main areas of focus and via collaboration of 5 Behaviour Changer sectors.

**Subtask 11:**

*Deliverable 15:* Support on design, implementation, evaluation and iteration of national policies, programmes or pilots.

An expert time of approximately 1.5 person-months a year is estimated (maximum total 4.4 months per national expert - 5 months total if Subtask 11 is joined). The Operating Agents hope to attract at least 8 countries (and/or sponsors) as Task 24 benefits from the maximum number of Behaviour Changers (in addition to the national experts) to draw on their knowledge and learnings.

Austria, the Netherlands, New Zealand and Sweden have decided to participate in the extension. Finland, Norway and Switzerland voted weak maybes. If South Africa joins the Implementing Agreement, it may be best to join the Task 24 Extension as Phase 1 is almost completed. The US, Canada and the UK have national experts who want to participate in the extension, who are currently trying to find co-funding in industry and research.

The Netherlands joined the proposal before the last changes, which included a new Subtask (following Task 24 Mentor feedback), so they will not be obliged to join and pay for the last change in the proposal. However, they are welcome to join Subtask 9 if they can find the additional (total of) €12,500.

Austria will only participate for the first 2 years for a total amount of €50,000, although the Austrian ExCo member has said that they would apply for the 3<sup>rd</sup> year from the Ministry, now that the IEA DSM IA has been granted an extension to 2019.

Sweden will participate under the condition that at least 4 countries participate. (New Zealand has now officially joined as the 4th country).

Italy stated in an e-mail that they are not interested in the extension of Task 24.

Executive Committee members **decided** that the Task 24 extension could go forward and the Task 24 extension will start in early 2015.

**DECISION:**

- Executive Committee members **approved** the Task 24 extension.

**ACTION:**

- Start Phase 2 of Task 24.

## **6. CURRENT TASKS – LOAD LEVEL CLUSTER**

### **Task 16 – Competitive Energy Services: Energy Efficiency and Demand Response Services**

The Task 16 Status Report on Competitive Energy Services Phase 3 –was provided on pages 67 - 72 the Pre-Meeting Document and was presented by Jan W. Bleyl-Androschin, Energetic Solutions, Austria

Jan W. Bleyl started his presentation by stating that the Task 16 Work Plan will continue to work with its well-established structure and add demand response as an additional Subtask. Six countries participate in Phase 3, Austria, Belgium, Korea, the Netherlands, Sweden and Switzerland.

**Some of the accomplishments during the past six months include:**

(1) holding the 16<sup>th</sup> Experts meeting in Belgium, Austria, on May 7-9, 2014; (2) preparation of the 17<sup>th</sup> Experts meeting to be held in Seoul, Korea October 22-24, 2014; (3) holding the 16<sup>th</sup> Task 16 stakeholder workshop in Belgium May 7, the topic of the workshop morning session was “How to overcome the barriers for retrofitting large private and public building stocks” in cooperation with Belesco and the titles of the workshop afternoon session were “Project and market facilitation” and “European Code of Conduct for EPC providers” organized jointly with the European ‘EESI 2020’ and ‘Tranparens’ projects; (4) finalisation and publication of a peer-reviewed paper on “Simplified measurement & verification + quality assurance instruments for energy, water and Co2 savings, at the eceee Summer Study in Arnhem June 2014; (5) finalisation and publication of a discussion paper “ESCo project and market development: A Role for ‘Facilitators’ to play. Including national perspectives of Task 16 experts” (available on DSM website); (6) commissioning of a joint Task 16 and Task 24 discussion paper on practical guidance for Change Management titled: The life of ESCo Project Facilitators. If only the client knew, understood, trusted, cared and engaged... (7) work continued on business models for comprehensive building refurbishment (‘deep retrofit’) in cooperation with IEA EBC Annex 61: Further development of an economic feasibility evaluation tool including sensitivity analyses for deep retrofit application; (8) Demand Response Services business models, Subtask 15, has (1) analysed Austrian capacity markets and framework; (2) developed a simplified capacity market DR revenue model for Austria to conduct feasibility analyses of business cases; and (3) analysed end-user sectors in Austria and prepared a cement industry business case study; (9) coaching of individual national implementation activities have continued; and (10) international dissemination and cooperation has continued.

**Work planned for the next six months includes:**

(1) holding the 17<sup>th</sup> experts meeting and stakeholder workshop in Seoul, Korea, on 22-24 October, 2014. Main agenda items are discussions of national implementation activities and discussions on current Think Tank topics and dissemination activities; (2) preparation of the 18<sup>th</sup> experts meeting and stakeholder workshop in either France (back to back with the eceee Summer Study June 2014) or in Switzerland; (3) continue work on “Simplified measurement & verification + quality assurance instruments for energy, water and CO2 savings. Methodologies and examples. (4) continue work on business models for comprehensive building refurbishment (‘deep retrofit’) in cooperation with IEA ECB Annex 61; (5) further develop an economic investment grade and financing evaluation tool including sensitivity analyses for a deep retrofit application; (6) drafting a Taxonomy paper on energy services to be published in a peer-reviewed journal in cooperation with Linköping University; (7) continue data collection on DR-potentials in selected end-use sectors, in preparation of DR-ES business models; (8) preparation of an abstract on Economic feasibility of DR business models for submission to the eceee Summer Study and/or Energiewirtschaftstagung; (9) coaching of individual national implementation activities will continue; and (10) dissemination and cooperation will continue.

Task 16 is also interested in more dissemination on an academic level for example through: (1) Energy Policy special issues; (2) IEA DSM books/publications; (3) IEA Secretariat books/publications; and (4) participation in more webinars led by the DSM University and Leonardo Energy.

The participating Executive Committee members **approved** the Task Status Report.

**DECISION:**

The Executive Committee:

- **approved** the Task Status Report.

**Task 16 – Extension proposal – Phase 4**

The Task 16 Extension, Phase 4 proposal was provided on pages 73 – 74 in the Pre-Meeting Document and was presented by Jan W. Bleyl-Androschin, Energetic Solutions, Austria.

At the 43<sup>rd</sup> Executive Committee meeting in Wellington, New Zealand, Jan Bleyl was encouraged by the members to prepare an extension of Task 16.

Jan started his presentation by stating that the extension will continue with the well established structure already available in earlier Phases of Task 16.

In Phase 4, new work is planned on: (1) Deep retrofit of buildings (economic feasibility, investment grade

calculation and financing, business models incl. Non-Energy-Benefits); (2) Demand response services and VPP (market analyses, economic feasibility), an ES Taxonomy journal paper and further contributions to the DSM university (among others).

The detailed work program of Task 16 will be adapted to suit the needs of the participating countries. Specific national implementation activities are defined according to the individual country and market situations, and ongoing activities integrated into the National Implementation Activities.

Think Tank topics and research questions for Task 16 Phase 4 are:

1. Comprehensive refurbishment ('Deep Retrofit', NZEB)
  - Economic feasibility and opportunity cost?
  - Investment grade calculation and financing (business cases)?
  - Business models? How to factor in non-energy benefits (NEB)?
2. Energy services Taxonomy journal paper
3. Demand response business models (cont'd) + Demand response services and VPP (market analyses, economic feasibility)
4. Knowledge transfer to emerging and developing markets: Relevance, methodologies, lessons learned (GIZ)
5. Financing: Crowd-financing, funds for EE and RES investments, e.g.
  - Access to CAPEX for smaller projects in SME and communities?
  - How to bridge in particular the mezzanine financing gap?
6. Further contributions to the DSM University
7. + further Task 16 expert suggestions

Task 16 Phase 4:

Cost-sharing: 14,500 EUR/year

Task-sharing: 0,5 – 1 person month/year

The project period is three years.

The Executive Committee members were asked to express their interest in participating in the Task 16, Phase 4 extension:

Country	Vote	Country	Vote
Austria	maybe	Norway	no
Finland	weak maybe	Sweden	maybe
Korea	maybe	Switzerland	yes
Netherlands	yes		

The Regulatory Assistant Project (RAP) and New Zealand expressed interest in the work but are not able to participate formally.

The Executive Committee members **decided** to give the Operating Agent the mandate to prepare a Task Work Plan and present it at the next Executive Committee meeting in Cape Town, South Africa, in March/April 2015.

**DECISION:**

- The Operating Agent should prepare a Task Work Plan and present at the next Executive Committee meeting.

**ACTION:**

- Prepare Task 16 Phase 4 Work Plan and present to Executive Committee members

## **Task 25 – Business models for a more effective market uptake of DSM energy services**

The Task 25 Work Plan and Task Status Report on Business models for a more effective market uptake of DSM energy services was provided in the Pre-Meeting Document on pages 75-77. The Operating Agent Ruth Mourik was unable to attend the meeting due to serious family circumstances.

The Task will focus on identifying, analysing and creating effective business models<sup>1</sup> providing viable DSM value propositions that lead to the growth of the demand market for energy efficiency. The client and buyer perspective, in particular of SMEs and communities is central to this Task. In addition, this Task will focus on identifying and supporting the creation of energy ecosystems in which these business models can succeed. This Task will explicitly seek cooperation with relevant stakeholders in the participating countries.

Accomplishments in the last six months include: (1) **Subtask 1:** Writing work plan, in close cooperation with team (DuneWorks, Ideate, TU/e) and interested countries: in finalising stage, final work plan will be available mid-September; **Subtask 2:** Performing a quick scan of country specifics (relevant policy and regulation, research, business models, energy targets etc.). Completed and integrated in work plan; and **Subtask 3:** Attendance (virtual) of Executive Committee meeting in 2014 (completed).

A seminar took place in Brussels, Belgium on “Energy Demand-Side Management in Belgium in the context of the EU Energy Efficiency Directive and beyond: how can IEA DSM help?” and was attended by 92 participants:

Reports during the past six months have included: (1) a factsheet: “Making a business Smart Grid Energy Efficiency Services”; (2) factsheet about Task 25; and (3) an article in the DSM Spotlight Newsletter issue 52: An introduction to Task 25.

Objectives for the next six months include:

**Subtask 1 Task Management:** (1) overall project coordination and management, including contact relationship management; (2) attendance at Executive Committee meetings, conference and reporting to the Executive Committee members; and (3) Set-up Task Advisory Board (AB) of stakeholders (Executive Committee members, IEA, intermediaries from research, industry, government, community sectors).

### **Subtask 2: Identify proven and potential business models for energy services**

- Developing a typology of existing energy service business models based on quick scan of available business models in participating countries and beyond.
- In-depth analysis of country specific markets and policies for energy services and their influences on business models
- Identifying country specific services, service providers and their stakeholder networks and selecting top three most interesting services, providers.
- In-depth (comparative) analysis of business models and stakeholder value flow and conducive factors. Determining patterns, drivers and pitfalls
- Analyze acceptance and effectiveness of these energy services and their business models in creating lasting load reduction, shifting or generation and other non-energy benefits and in creating a market

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• <sup>1</sup> With business models we refer to the rationale of how an organization creates, delivers and captures value. We work with the business model canvas as developed by Alexander Osterwalder and enhanced by others. This canvas comprises 9 building blocks: resources, value propositions, customer relationship, revenues, partners, channels, cost structure, customer segment, key activities.

(e.g. job creation, new business development).

- Organising country workshops with service providers and clients to undertake the selection and in-depth analysis
- Creating a database with all found services and accompanying business models including useful formats such as contracts etc.

#### **Subtask 4 expert platform**

- Link to existing DSM IA expert platforms and experts and maintain a section for Task 25.

Experts meetings are planned for January 2015, dates to be confirmed, and June 2015 at the eceee Summer Study in France, June 2015.

Reports planned for the next six months include: (1) review report Subtask 2, focusing on identifying and analysing best practices in business models for energy services in selected countries, worldwide and targeted to SME's and communities; and (2) present Task 25 at the eceee Summer Study in June 2015.

The Executive Committee members were asked to state their interest in participating and the outcome was:

<b>Country</b>	<b>Vote</b>	<b>Country</b>	<b>Vote</b>
Austria	yes	Norway	maybe
European Copper Institute (ECI)	yes (in-kind)	New Zealand	no
Korea	maybe	Sweden	maybe
Netherlands	yes	Switzerland	yes

Some countries still have issues and will send these to Ruth via e-mail after the meeting. It is possible for the Task to start in November 2014 if the issues are resolved. Austria, Sweden and Switzerland planned to hold a meeting just after the Executive Committee meeting and send their suggestions and concerns to the Operating Agent, so that the Task can start as soon as possible.

The Executive Committee members as well as the UK via e-mail **approved** the Task Status Report.

#### **DECISION:**

The Executive Committee members:

- **Approved** the Task Status Report

#### **ACTION:**

- Start the Task as soon as outstanding issues are resolved

## **7. PROGRAMME VISIBILITY**

### **Programme Visibility Report**

The Programme Visibility Report was provided on pages 78 - 100 in the Pre-Meeting Document and was presented by Dr Sea Rotmann, Visibility Committee Chair.

Dr Rotmann reminded the Executive Committee members that the members of the Visibility Committee are the Chairman, Rob Kool, Chair of the Visibility Committee Sea Rotmann, the Executive Committee representative

Harry Vreuls, the Webmaster Matt Alexander, the Spotlight Newsletter Editor, Pam Murphy, the Executive Secretary, Anne Bengtson and the Operating Agent representative Harry Vreuls. The Visibility Committee members did not have time to meet prior to the Executive Committee meeting.

### ***Annual Report***

The 2013 Annual Report including a Theme Chapter on “DSM priorities in participating countries” was made available electronically to Executive Committee members, Operating Agents, the EUWP and EEWP on 31 January 2014 and uploaded to the DSM web site. Hard copies (280) were sent out in March 2014. Executive Committee member should ensure that copies are widely distributed to all interested parties.

The topic for a Theme Chapter in the 2014 Annual Report was decided to be: Latest DSM developments in “participants country”. Executive Committee members were asked to send in their contributions no later than 15 November 2014.

The Chairman will write a Chairman’s Report for 2014.

### ***Spotlight***

In the past six months two issues of the Spotlight Newsletter (Issues 53 and 54) have been published and posted on the IEA DSM website and distributed electronically. Executive Committee members were reminded that the Spotlight Newsletter is designed to be printed off the website and distributed widely.

The next issue of the Spotlight Newsletter will be distributed in December 2014. Four issues of the Spotlight Newsletter are scheduled for 2015. However, this is only possible if everybody contributes. The Editor reports that it is getting more and more difficult to get articles and the Executive Committee members should maybe think of another format for the newsletter – e.g. electronic with shorter articles and links. Sea stated that the DSM programme has tremendous news to share so please continue to think about, suggest and submit future articles to the Spotlight Editor Pam Murphy [pmurphy@kmgrp.net](mailto:pmurphy@kmgrp.net)

The next dates for submission to the Spotlight Newsletter issues are:  
Issue 55/December 2014– articles due 10 November 2014  
Issue 56/March 2015 - articles due 10 February 2015  
Issue 57/June 2015 - articles due 10 May 2015  
Issue 58/September 2015 – articles due 10 August 2015

### ***Programme Brochure***

The DSM Brochure is the DSM Programme’s main PR document and is designed to last 3-5 years. The brochure has been available for about 5 years now and will be re-designed when the new logo and website are ready. The brochure has been used in various forums, with great success. The brochure is designed as a folder so that Executive Committee members and Operating Agents can add inserts as appropriate. Sea pointed out that the flyers are continuously updated and that it is important to visit the website flyer section to make sure that the latest version of the flyers are inserted into the brochure pocket at the time of dissemination at a conference or seminar. The main inserts and Task flyers were last updated in March 2014.

During 2014 brochures have been distributed at the workshop in Wellington, New Zealand and at the workshop in Vienna, Austria.

The Executive Committee members said that they found the brochure helpful. More brochure covers can be ordered from Anne Bengtson [anne.bengtson@telia.com](mailto:anne.bengtson@telia.com) if needed before the new covers have been produced.

### ***Task flyers***

Task flyers need to be updated for Task 17 Phase 2 completion and the completion of Task 20, 21, 22 and 23. A Task flyer needs to be produced for Task 25.

### ***Key Publications***

During the past six months no key publications have been added to the website. Executive Committee members and Operating Agents are reminded that it is up to them to nominate publications to become “key”, to the Visibility Committee Chair Dr Sea Rotmann.

### ***Web site – new website***

At the Executive Committee meeting in Wellington, New Zealand the Executive Committee members approved sending out a Tender for a new DSM IA Website Design and Branding. In June 2014 the Tender was passed around to Executive Committee members for information and comments and on June 13 the Tender was sent out to 6 companies. The companies were:

1. Björkman & Mitchell Design, Sweden
2. WeberWeb, Australia
3. Multitask ICT, the Netherlands
4. WispGroup, Poland
5. Solstice, United Kingdom
6. TamTam, the Netherlands

3 companies were not interested in tendering and the companies that did reply to the Tender were:

1. Björkman & Mitchell Design
2. WeberWeb
3. Mutitask ICT

The evaluation committee consisting of: Rob Kool, Chairman, Sea Rotmann, Visibility Committee Chair, and Hans De Keulenaer, DSM IA Executive Committee member, The European Copper Institute, decided on 7 August, 2014, during a conference call, to choose WeberWeb, based on their experience, earlier output and price.

A Ballot was sent around for Executive Committee approval of the expenditure of USD 44,263 from the Common Fund. The expenditure was approved.

### ***Update from WeberWeb***

Sea Rotmann presented an update of how work is proceeding with the new website: (1) pre-production including building a site map and list of all the product styles and content types required; (2) sketching out wire-frames of potential layouts for each content-type; (3) working out options to streamline navigation and tidy up the menus to make things easier and more logical for new users, is underway.

As soon as the Executive Committee has approved the branding, the new branding and the wire-frames will be used to design the final look & feel for the website. WeberWeb has organized a testing server running Word Press that is now configured and ready to go as soon as needed. No major delays are foreseen and the website should be up and running by the end of the year.

A few suggestions for a new logo were provided by WeberWeb (see Attachment E) and were passed around. Executive Committee members were requested to vote for the one they like the best. An expert opinion has also been sought and includes the following comments:

- (1) the first concept seems a bit dark and serious. It’s quite ‘business classic’, but the colors don’t seem to correspond with the ‘friendliness’ of the sans-serif font;
- (2) the second concept seems more coherent. The colors are a bit friendlier, and the blue and green seem to symbolize the clean, pure little ball we would all like our planet to be like. The limited palette for small print differs too much from the full design logo, however. The aquarelle-type structure may not be conveyed properly in fine print, but both shape and color are different in the simplified version, which seems odd;
- (3) the third concept reminded the ExCo of Tony Stark’s energy source in his Iron Man suit. Although this is technically energy, it doesn’t particularly scream ‘natural’.
- (4) the fourth concept obviously triggered the same connotations. Putting the letters in almost the same color as

the illustration, in front of said illustration is a bad idea. The white outline helps to clarify the lettering slightly, but they are still not distinct enough; and

(5) finally the last concept. It's nice to see something totally different, but it wouldn't be the particular choice. The vectorised tree reminds me more of videogames than energy efficiency. Leaving out the 'energy efficiency' text altogether only underlines that sentiment. Most ExCo members' preference was the second concept, with a little tweaking here and there (following very helpful comments from Esther Kool, who is a professional in the field).

### ***Social Media***

The Implementing Agreement is getting more traction on social media. We now have a presence on:

- Facebook (IEA DSM Group) with 124 members and growing. Even though most posts are by Anne Bengtson, Rob Kool and Hans Nilsson, there are regularly posts and questions by other participants;
- LinkedIn (IEA DSM Group) with 37 members and slowly growing. Most posts are by Anne Bengtson and Sea Rotmann. We would need to actively invite people into this group in order to achieve the professional reach that LinkedIn could afford.
- Twitter (@IEADSM) with 181 followers and 556 tweets. This is the fastest growing social media platform and has fostered some good engagement, re-tweets and mentions. Sea Rotmann is posting for this group.
- IEA DSM Youtube Channel - needs to be populated with some relevant videos. Sea Rotmann has proposed to use some of the 60+ Task 24 videos for this channel. If we start filming some Executive Committee workshops, this would be a great channel to distribute visual information fast.
- IEA DSM Task 24 Expert Platform - 200+ members, invite-only ([www.ieadsmtask24.ning.com](http://www.ieadsmtask24.ning.com)). Very successful multi-media platform to distribute findings from Task 24, could be used for other Tasks, but only if they follow a similar, open dissemination strategy. The platform had 36 visits per month already, and an average page view for new visitors is 9 minutes 05 seconds. The platform is also linked to a Drop Box, a Wiki and a Slideshare account and includes 120 videos, 75 photos, 6 blog posts, over a dozen discussions, all events associated with the Task, 2 Subtask Groups and member chat and email functions and all expert's short biographies and interests.

### **Communications Plan and Dissemination Strategies**

In the past six months the Visibility Committee finalised the Draft Communications Plan. It contains an analysis in detail of the communications history of the DSM IA, what works and what doesn't, who the audience is and how well the DSM IA website services them and how to improve the plan going forward. The Communications Plan also includes Task Dissemination Strategies to ensure that the website, Spotlight Newsletter and social media channels are utilised well by all Tasks to report their findings and other relevant events.

The Communications Plan should be revised and finalised as soon as possible. Comments should be sent to the Visibility Chair Sea Rotmann [drsea@orcon.net.nz](mailto:drsea@orcon.net.nz).

Tom Bastin stated via e-mail that the Communications Plan is a very good piece of work. The US approved the visibility report via e-mail.

The Executive Committee members **approved** the Visibility Committee Report and look forward to receiving the finalised Communications Plan at the next Executive Committee meeting.

#### **DECISION:**

The Executive Committee:

- **approved** the Visibility Committee Report

#### **ACTION:**

- Visibility Committee to finalise the Communications Plan



## **How to arrange a “DSM day” in your country (example: Belgium)**

A short presentation of what is required to arrange a “DSM Day” in Belgium was provided on page 101 in the Pre-Meeting Document and was presented by Rob Kool.

Rob Kool explained how it works, who is responsible for what and how to promote IEA DSM IA activities by: (1) demonstrating how a DSM Day can be organised in a country; (2) give directions to the Operating Agents how to “deal with a country”; and (3) showcase the DSM Day as a tool that others may use too.

Participating countries were encouraged to arrange similar DSM Days in their own country.

## **8. ADMINISTRATIVE MATTERS**

### **Task Zero**

The proposal for a Task Zero was provided on pages 102 - 103 in the Pre-Meeting Document and was presented by Hans Nilsson, Advisor.

Hans Nilsson started his presentation by stating that Task Zero is a suggestion to in a formal way create a comprehensive and coherent overview of the DSM Programme’s material and to ensure that resources are used in the most efficient manner.

The mission of the DSM IA is to deliver to its stakeholders, materials that are readily applicable for them in crafting and implementing policies and measures. In order to do so we have several outreach tools that we need to maintain but also develop to ensure that results are disseminated in ways that are useful for people in everyday practice, for example:

- Administration (Secretary and Advisor)
- Informational tools
- Our networks and in particular the local ones run by Executive Committee participants
- Dissemination and the extension of the DSM University

To ensure that the activities are coherent it is proposed to gather all these actions into a Task called Task ZERO. This Task is mandatory for participants and builds on both cost- and task-sharing.

The purpose of such a common “Task ZERO” is to create a platform for dissemination of results from the IEA DSM Programme in accordance with this mission.

1. Output from the IEA DSM Programme operations that aims at providing insights and transparency to the work. The main products for this are:
  - a) The Website
  - b) The annual report
  - c) The newsletter Spotlight
  - d) Flyers about the Programme and the tasks
2. Local networks to enable dissemination of results within the areas of the participants and to support them in recruiting the expertise necessary for tasks in which they have decided to participate, but also to gather material of interest for other tasks who need local points of contact for their work
3. The “DSM-University” as a way to communicate DSM material that is tailored to the circumstances of the receiver. The main thrust to reach a global audience are the webinars that are primarily designed for output, but may also be used for input in a way that audiences can communicate back responses, needs and wishes. The DSM University should gradually build facilities for formal training and courses.

**Responsibilities:** The Programme Secretary is the co-ordinator for Task ZERO. The co-ordinator gathers together with the “Visibility Committee” the necessary information from those concerned with subtasks described above in order to produce a work-plan and a budget for the Executive Committee members to decide upon annually.

The first estimate is that we should calculate the budget share based on a number of participants to 17. The total common budget for the duties specified above can of course be a matter of considerations since it is already in part burden-sharing. We assume that the yearly contribution should be the size of 190 USD to be cost-shared.

The idea to gather the duties and services for running the Implementing Agreement and add the services for the DSM University in to a more formal “Task Zero” was discussed and the Executive Committee members **agreed** on the need for a Task Zero.

The proposal to raise the contribution to 11000 USD/year was discussed and basically accepted. Several delegates needed to confirm with their organisations. A letter explaining the reasons in more detail will be distributed within a month after the meeting, to help organisations to secure the funding. Italy indicated by mail that they oppose the proposal as it is not justified against the results.

The UK via e-mail stated that the approach suggested is sensible and whilst raising the fee will place further pressure on limited resources it is probably manageable. The US via e-mail approved the raise.

**DECISION:**

- Executive Committee members **agreed** on the need for a Task Zero.

**ACTION:**

- Send out letter explaining the reasons for a Task ZERO in more detail.

## **2014 Financial Report and proposed Budget 2015**

Rob Kool has been responsible for finances during the past six months. Paul Atkins was appointed Vice-Chairman and responsible of Financial Matters in July 2014. Anne Bengtson, Executive Committee Secretary prepared the financial report together with Paul Atkins, Vice-Chairman, New Zealand, for the period 1 January through 12 August 2014. The Financial report was provided on pages 104 – 109 in the Pre-Meeting Document.

Anne Bengtson reported that it was very difficult for the account manager Joe Miller at Accountax to determine which country has paid, as the Bank HQ doesn’t forward ref. numbers to their branch offices. It was therefore decided that Executive Committee countries should contact Anne Bengtson whenever an invoice has been paid.

The Executive Committee members **approved** the financial report 2014 and the proposed budget for 2015.

**DECISION:**

Executive Committee members approved the financial report 2014 and the proposed budget for 2015.

**ACTION:**

- Executive Committee members should let Anne Bengtson know as soon as an invoice has been paid

## **Common Fund Payments**

A few countries have not paid their 2014 invoices but no problems are foreseen in receiving these funds. The Executive Secretary will continue to send out reminders to those failing to pay, until payments are received.

Korea and Norway have not paid their invoices for 2013. Belgium, India, Korea, and Norway have not paid their invoices for 2014.

The Regulatory Assistance project (RAP) informed the Executive Committee that they are unable to commit to paying the Common Fund for 2015 and would like to pay in-kind. This will be decided by the Chair based on a bilateral agreement with the Sponsor.

**ACTION:**

- Executive Committee secretary should keep reminding those who have outstanding payments

**Plans for the Forty-Fifth, Forty-Sixth and Forty-Seventh Executive Committee meetings**

Barry Bredenkamp, SANEDI, offered to host the Forty-Fifth Executive Committee meeting in Cape Town, South Africa in March/April 2015, irrespective of whether they have been able to join the DSM IA by then or not. The Executive Committee meeting will take place between 26-27 March, with a three-day workshop arranged by South Africa on 30 March to 1 April 2015.

China has offered to hold the Forty-Sixth Executive Committee meeting in Beijing, China in October 2015. Philip Zhang, Copper Alliance Asia will be the contact person for the meeting. The exact date is to be determined.

Maria Alm, Swedish Energy Agency offered to host the Forty-Seventh Executive Committee meeting in Sweden in April 2016. The exact dates are still to be determined.

**9. OTHER MATTERS**

None

The Executive Committee members thanked Boris Papousek and Claudia Fitz for the excellent meeting arrangements and the Chairman adjourned the meeting.

## 10. ACTION ITEMS RESULTING FROM THE FORTY FOURTH EXCO MEETING

15 – 17 October, 2014 – Graz, Austria

WHO	ACTION	WHEN
Korea Norway	Pay Common Fund invoice for 2013	ASAP
See countries to the right	Pay Common Fund invoice for 2014 Belgium, India, Korea, Netherlands, Norway,	ASAP
Rob Kool	Maintain contacts with China (NDRC), Saudi Arabia, South Africa, Kuwait, Thailand, and Efficiency Nova Scotia, Canada, and EBRD	ASAP
Hans Nilsson Hans de Keulenaer	Move forward with the DSM University according to plan – as well as continue to plan/hold webinars the first week of every month	ON GOING
Rob Kool	Contact ACEEE and ecee and CEEE about joint conferences. Also contact organisers of Renewable Conference and other relevant conferences in the planning stages. Look into arranging a DSM conference every second year.	ASAP
Hans Nilsson Sea Rotmann	Develop a plan on how the DSM Visibility Committee and the DSM University can collaborate	ASAP
Operating Agent	Update a more clear definition in Legal Annex text of their Task	ASAP
Seppo Kärkkäinen	Write two articles for the Spotlight Newsletter highlighting the results of Task 17 Phase 2, and write a column for the DSM website	On-going
Anne Bengtson	Keep reminding those who have outstanding payments to the Common Fund	On-going
Operating Agents	Include 1-2 slides in their presentation, highlighting the main findings to date in their respective Task(s).	Present at next ExCo meeting
Hans Nilsson	Further develop Task ZERO and present at next ExCo meeting	Present at next ExCo meeting
Sea Rotmann	Update and finalise the communications plan for the DSM programme.	Present at next ExCo meeting
ExCo members	Review website regularly and suggest further developments	On-going
Sea Rotmann	Prepare and start Phase 2 of Task 24.	January 2014
Jan Bleyl	Prepare Task 16 Phase 4 Work Plan and present to Executive Committee member in Cape Town	To be presented at next ExCo
Ruth Mourik	Start Task 25 on Business Models as soon as outstanding issues raised by Austria, Sweden and Switzerland have been resolved	1 November 2014
Korea	Provide Spotlight Newsletter article on Korea's participation and results in Task 23.	ASAP
ExCo members	Suggest topics for the Spotlight Newsletter and provide input for those articles	ASAP
Pam Murphy	Distribute issues of the DSM Spotlight Newsletter	December '14 March '15
OA's et Al	Deadline for input for Annual Report	23 November
Anne Bengtson Nico Beute BarryBrendenkamp	Prepare administrative details for the Forty Fifth Executive Committee Meeting in Cape Town, South Africa	ASAP
Hans Nilsson	Letter explaining Task Zero and raised contribution	ASAP

Cont. Action Items

Hans Nilsson Hans de Keulenaer	Prepare status report on the development of the DSM University and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Matthias Stifter René Kamphuis	Prepare Task Status report on Task Definition Phase 3 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Jan Bleyl- Androschin	Prepare a Task Status Report for Task 16 Phase 3 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Rob Kool	Prepare PPC progress report and send to Anne Bengtson for inclusion in the Pre-meeting Document (PMD)	Friday 20 February 2015
Sea Rotmann Ruth Mourik	Prepare Task Status Report Task 24 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Sea Rotmann Ruth Mourik	Prepare Task Status Report for Task 24 extension and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Ruth Mourik	Prepare Task Status Report for Task 25 and send to Anne Bengtson for inclusion in the Pre-Meeting Document (PMD)	Friday 20 February 2015
Paul Atkins Anne Bengtson	Prepare Financial report and send to Anne Bengtson for inclusion in the Pre-Meeting Document	Friday 20 February 2015
Sea Rotmann	Prepare Visibility Committee Report for inclusion in the Pre-Meeting Document	Friday 20 February 2015
Operating Agents	Prepare Task Information Plans and include in each Task Status Report.	On-going
Solstice Weber Web	Provide statistics for every Task every six months, send to Anne Bengtson for inclusion in the Pre Meeting Document	Friday 20 February 2015
Anne Bengtson	E-mail pdf file of Pre-meeting Document for the Forty Fourth ExCo meeting to the Executive Committee members and Operating Agents.	Monday 2 March 2015

## 11. ATTACHMENT A

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**DSM Implementing Agreement on Demand Side Management Technologies and Programmes –  
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\* Participated at the Executive Committee meeting 16-17 October, 2014, in Graz, Austria.

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**Task 25 – Business models for Energy Services**

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## 12. ATTACHMENT B

### Agenda

#### IEA Demand-Side Management Programme Forty Fourth Executive Committee Meeting 15 – 17 October, 2014, Graz, Austria

##### WEDNESDAY 15 October 2014

- 09:00 – 17:00 **WORKSHOP:** IEA Networking Event: Electricity of the Future: Renewables – Smart Grids – Active Customers.  
**Venue:** Modul, Peter Jordan Straße 78, 1190 Vienna, 9:00 – 17:00
- 18:30 – 19:30 **Operating Agents Meeting** (on the train to Southern Styria)

##### THURSDAY 16 October 2014 **Venue:** Weingarten-Hotel HARKAMP, Southern Styria

- 09:00 – 10:00
- 1. GENERAL BUSINESS/WELCOME**
- 1a. Welcome – *Rob Kool*
- 1b. **ExCo approval** of the Agenda DOC A
- 1c. **ExCo approval** of the Forty Third ExCo meeting Minutes – Wellington, New Zealand Distributed earlier
- 1d. Status of the Implementing Agreement
- 1e. IEA Relations
- Secretariat news ATT A
- Contacts with possible sponsors/new participants
- Rob Kool*
- IA relations, BCG and ECG, *Rob Kool*
- Report from the Project Preparatory Committee (PPC) DOC B
- *Rob Kool*
- Report from the workshop – *Boris Papousek*
- Operating Agents meeting report – *Rob Kool*
- 2. DSM IA Extension**
- EUWP/CERT decision for an extension of the DSM IA
- Rob Kool* DOC C
- 10:00 – 10:30 Coffee break
- 3. NEW WORK**
- 10:30 – 11:00 3a. Development of the DSM University - *Hans Nilsson* DOC D
- 4. FINAL MANAGEMENT REPORTS**
- 11:00 – 12:00 4a. Task 23 - Role of the Demand Side in Delivering Effective Smart Grids – Final Management Report, *Linda Hull, EA Technology, United Kingdom* DOC F

**The proposed New Tasks discussion will aim at one of the following decisions:**

1. Decide to **initiate the new Task** based on work done to date.
2. Decide to initiate the **Task Definition** for a new Task. Interested countries must be prepared to assign the appropriate expert(s) to participate in that process.
3. Decide that additional work is needed on the **concept paper**. Interested countries must be prepared themselves, or to assign the appropriate Experts to help further develop the concept.
4. Decide to pursue the subject in co-operation with other parties within the IEA or elsewhere
5. Rejection (or moth-balling)



12.00 – 13:00	<b>Lunch</b>	
13:00 – 14:00	4b. Task 20 – Branding of Energy Efficiency, Final Management Report, <i>Balawant Joshi, Idam Infrastructure Advisory Pvt Ltd</i>	DOC G
	<b>5. CURRENT TASKS – LOAD SHAPE CLUSTER</b>	
14:00 – 14:30	5a. Task 17 – Integration of DSM with other Distributed Energy Resources – Phase 3 <i>Matthias Stifter &amp; Réne Kamphuis</i>	DOC H
14:30 – 15:00	5b. Task 24 Closing the loop – Behaviour Change in DSM: From theory to policies and practice. Task Status Report <i>Dr. Sea Rotmann, New Zealand</i> <i>Dr. Ruth Mourik, DuneWorks, The Netherlands</i>	DOC I
15.00 – 15:30	Coffee break	
	<b>6. CURRENT TASKS – LOAD LEVEL CLUSTER</b>	
15:30 – 16:00	6a. Task 16 – Phase 3 – Energy Efficiency and Demand Response Services – Task Status Report, <i>Jan W. Bleyl, EnergeticSolutions, Austria</i>	DOC J
16:00 – 16:30	6b. Task 25 Business models for a more effective market uptake of DSM energy services – <i>Ruth Mourik, DuneWorks, the Netherlands</i>	DOC K
16.30 – 17.00	<b>7. PROGRAMME VISIBILITY</b>	
	7a. Programme Visibility Report, <i>Sea Rotmann</i>	DOC L
	7b. New website, <i>Sea Rotmann</i> Website statistics	DOC M ATT
	7c. Communications Plan, <i>Sea Rotmann</i>	Distributed separately
	7d. How to arrange a “DSM Day” in your country <i>François Brasseur, Belgium</i>	
17:00 – 18:00	<b>8. ADMINISTRATIVE MATTERS</b>	
	8a. Task Zero	DOC N
	8b. Financial Report 2014 and Budget 2015 Accountax Status Report Status of Common Fund payments	DOC O ATT DOC O
	8c. <b>Executive Committee approval</b> of Forty Fifth Executive Committee meeting in South Africa in March 2015	
	8d. Decision on plans for the Forty Sixth Executive Committee meeting in Beijing, China, October 2015	
	8e. Plans for the Forty Seventh ExCo meeting April 2016	
<b>Adjourn</b>	Hosted dinner 19:30	

***FRIDAY 17 October 2014***

08:00 – 12:00  
(incl. coffee break 10:30)

**9. SPECIAL SESSION**

9a. Participating member countries present DSM issues in their respective countries – 15 min/each

**10. OTHER ISSUES**

**Adjourn**

We must leave the meeting room at 12.00 – if we have unfinished business we can continue in the beer-garden or restaurant, but we won't have a projector etc.

12:00 – 13:00

**Lunch**

## **APPENDIX TO THE AGENDA “Issues for the decisions and the process to reach decisions”**

The delegates are **URGED** to prepare their responses to presentations carefully and primarily by contacting possible stakeholders before the meeting. The format for these proposed New Tasks will be a brief presentation that focuses on the:

- **Motivation** for the proposed work (what issues does it tackle?) what is it trying to achieve? Who is the target audience?;
- **Objectives**;
- **Approach** to accomplishing the proposed work;
- **Expectations/Results and Deliverables**
- **Dissemination plan** – what will need to be done to get the results adopted? Who will do it?
- **Required resources**

### ***Concept and Task Definition Papers (Process and phases)***

Before a new Task is starting the concept has to be defined and presented in order to attain the interest of possible participants.

### **PHASE 1: IDENTIFY NEW ACTIVITIES**

Resulting in a **CONCEPT PAPER (2-5 pages)** containing

- Motivation
- Objectives
- Approach
- Expectations/Results

### **PHASE 2: DEFINE NEW ACTIVITIES**

Requiring an **EXPERTS MEETING** to propose

Table 1. Task Work Plan Resource needs: Task or cost sharing

Table 2. Dissemination, Task Information Plan

### **CONTENTS OF PROPOSALS FOR NEW WORK**

The document that will propose the new work to the Executive Committee could be organized and have the following contents:

1. Background and motivation
  2. Objectives
  3. Issues for the new work (scope)
  4. Structure (sub-tasks)
  5. Management (responsibilities of the Operating Agent, Subtask leaders and Experts)
  6. Deliverables (for whom, target groups)
  7. Time Schedule and milestones
  8. Funding and Commitments (Resources needed)
  9. Meetings plan
  10. Information activities
  11. Co-operation with other IA's, the Secretariat and other interested parties
  12. Country contributions to funding and Tasks
- Annexes: Detailed description of Subtask

## 13. ATTACHMENT C

### Glossary

Abbreviation	Explanation
APEC	Asia-Pacific Economic Cooperation
BCG	Buildings Co-ordination Group (consists of 7 Implementing Agreements)
CERT	Committee on Energy Research and Technology in the IEA
CIGRE	International Council on Large Electric Systems
CTI	Implementing Agreement on Climate Technology Initiative
DHC	Implementing Agreement on District Heating and Cooling
DSM	Implementing Agreement on Demand-Side Management
EC	European Commission
ECEEE	European Council for an Energy Efficient Economy
ECES	Implementing Agreement on Energy Storage
ECI	European Copper Institute
EEWP	Energy Efficiency Working Party in the IEA
ENARD	Electricity Networks Analysis, Research & Development
EOT	End of Term
ESD	Energy Services Directive in the European Commission
ETE	Energy Technology Essentials (3-4 page briefs)
ETSO	European Transmission System Operators
EU	European Union
EUWP	End-Use Working Party in the IEA
FBF	Implementing Agreement on Future Buildings Forum
GHG	Green House Gas
HPC	Implementing Agreement on Heat Pump Centre
ICLEI	International Council for Local Environmental Initiatives
IEA	International Energy Agency
IPCC	Intergovernmental Panel on Climate Change
ISGAN	International Smart Grid Action Network (ISGAN)

JFS	Japan Facility Solutions (Japanese Sponsors participating in Task XVI)
KIER	Korea Institute of Energy Research
NEET	New and Emerging Environmental Technologies (IEA networking project - Gleneagles G8)
NDRC	National Development and Reform Commission, China
PMD	Pre-Meeting Document
PVPS	Implementing Agreement on Photovoltaic Power Systems
REEEP	Renewable Energy and Energy Efficiency Partnership
SANEDI	South African National Energy Development Institute
SANERI	South African National Energy Research Institute
SHC	Implementing Agreement on Solar Heating and Cooling
TSO	Transmission System Operators

## 14. ATTACHMENT D

**Participation Table**

Participant	In force					Proposed Tasks / extension	16 Ext. Phase 4
	16 Ext. Phase 3	17 Phase 3	24	24 Phase 2	25		
	Competitive Energy Services Phase 3 – Energy Efficiency and Demand Response Services	Integration of DSM, Distributed generation, Phase 3	Closing the Loop: DSM From Theory to practice	Closing the Loop: DSM From Theory to practice	Business models and the effective market update of DSM energy services	DSM University	
Australia			◆				
Austria	X	X	X	X	X	◆	◆
Belgium	X		X		◆		
Finland			◆	◆	◆	◆	◆
India		X					
Italy			X				
Korea	X				◆	◆	◆
Netherlands	X	X	X	X	X	◆	X
New Zealand			X	X			
Norway			X	◆	◆	◆	
<i>Saudi Arabia</i>						◆	
<i>South Africa</i>			◆	◆			
<i>Thailand</i>							
Spain							
Sweden	X	X	X	X	◆	◆	◆
Switzerland	X	X	X	◆	X		X
United Kingdom			◆	◆	◆	◆	
United States		X					
RAP *			◆			◆	
European Copper Institute*		◆			X	◆	
<b>OPERATING AGENT (OA)</b>	Jan W. Bleyl- Androschin	Matthias Stifter & René Kamphuis	Sea Rootmann & Ruth Mourik	Sea Rootmann & Ruth Mourik	Ruth Mourik	Hans Nilsson, Hans de Keulenaer	Jan W. Bleyl- Androschin

X = participant

◆ = interested

\* = Sponsors

## 15. ATTACHMENT E

### Logo Suggestion One



( full-colour )



( limited palette for smaller sizes )



( greyscale )

### Logo Suggestion Two



( full-colour )



( limited palette for small print )



( greyscale )

### Logo Suggestion Three



### Logo Suggestion Four





**Logo Suggestion Five**



( full-colour )



( flat colour for smaller sizes )



( greyscale )

