

Strategy

- What is it? Integrated DSM is a whole system approach to the management of demand through technology deployment and its integration into human behaviour and daily life
- We do: Improve efficiency and balance of the whole energy system towards transitioning to a low carbon system
- How do we do this? We perform collaborative research that focuses on end user and supply system needs and how to match the two in the most relevant and efficient way for policymakers, the market and the end user.
- Glossary of terms?
- In 5 years time we will: Have the right tools to allow decisionmakers, industry and end users to take action on how to deploy energy technology in the most efficient and acceptable way
- We will have found out who our target audience is, what they need from us and how we can provide it to them

Strategy

- In 5 years we will provide:
- evaluation of the programme
- Identify the target audience and their needs? Decisionmakers, end users and suppliers
- toolbox for: different interventions/actions
- different toolboxes for different sectors and audiences
- toolbox for programme/policy design and evaluation
- toolbox for knowledge: DSM University
- Compare these outputs with what our current and future Tasks are/will deliver(ing)

Load shape & Load shift

- What is “good” / what are we doing right
- What research is missing
 - That can be found elsewhere (where)
 - That needs a new task/collaboration
 - Max. 3 new initiatives
 - Assign team
 - Proposal
 - Sponsors
 - Countries

Outreach

To the IEA: Ensure mailing lists to IEA Desk Officer and EUWP and CERT are used
Need summaries and policy briefs
Need to get them onto expert platforms
ExCo NEEDS TO KNOW THEIR CERT MEMBER
Send every year a short list with links to all recent publications of Tasks
Events Calender and who goes there

Outreach

To the Country: OAs need to feedback their Tasks to their sponsors and ExCo in their countries 1–2x per year
ExCo needs to have \$ to come to meetings
ExCo needs to have meetings/workshops with stakeholders and sponsors in their country, including on the other IEA Tasks
Too much emphasis on OAs finding the sponsors, need more help from ExCo
National experts need to be linked to ExCo and sponsors not just each other in individual Task settings
OAs should feed back at ExCo meetings on expert meetings just before
Have a country coordinator/Task 24 extension Subtask 6

Outreach

To attract members / sponsors: Advertise them on our website

Write a 'what's in it for sponsors of IEA DSM' pamphlet

eg Relationship maps for countries/ internationally

Link to regional cooperation associations such as APEC also ISO 50001

Outreach

Type	Improve	Build	Stop
Annual report	Y		
Social media	Y		
Website		Y	
Spotlight	Y – eg highlight links, disseminate		
Extension of Term	Y		
Strategic Plan	Y		
Task Flyers	Y – update every ExCo		
Task Reports	Y – too big		
Papers published		Y	
Workshop minutes	Y – 1 page summary		
Presentations		Y	
Articles/Blogs		Y	
Policy Briefs		Y	
Expert Platforms	Y – link to website	Y	
Event Calender		Y	
Sponsor pamphlet		Y	
OA to do list for LA		Y	
Country wishlist		Y	
Evaluation guidelines		Y	