IEA Task 25: Business models for a more effective market uptake of DSM energy services for SMEs and communities

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Dr. Ruth Mourik, Duneworks
Boukje Huijben, MSc.
Eindhoven Energy Institute
Background information:

- Starting date: November 2014
- 6 Partners: Sweden, Austria, Switzerland, Norway, ECI, Netherlands, Canada?, Ireland?, ….
- Dutch partners: Duneworks (project lead), Ideate, TU/e.

- Role of TU/e: bringing in scientific knowledge in the field of BMs and transition thinking and support in data gathering & analysis.
The logic behind our task

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

→ MSc student project TU/e.
What will we do in the task?

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

Subtask 1: management
Subtask 2: research
Subtask 3: workshops and guidelines
Subtask 4: dissemination
Where do we stand? Subtask 2

Collected longlist of 250 propositions in participating countries/ global
  69 global, 59 NL, 25 AUS, 30 Se, 65 CH

Shortlisted approximately 10 per partner for further research

Identified country specific suppliers, clients and stakeholder network

Analysing shortlisted propositions + business models
  • With business model canvas/value flow, desk study and interviews
  • Focus on interaction BM and VP with context and stakeholders
  • Drawing lessons
• Many actors and factors
• Transitioning at different speed = tension
• Synchronicity/fit
• Influence
• User centeredness is a real challenge
NEDERLAND ISOLEERT

- Insulation lower cost
- No home scan either
- Existing market
- Simple, understandable product
- Single ‘fix’ fixed prices
- Comfortable house
- Understandable quick quotes
- Local repetitive campaigns
Various Strategies

- Conscious System changer
- Unconscious system changer
- Smart Matcher
- Stealth Changer
Next steps (2016):
Co-creation workshops for guidelines
Want to learn more?

Webinar Task 25, November 19

For further information please contact

Ruth Mourik
ruth.mourik@duneworks.nl

Boukje Huijben
b.huijben@tue.nl