

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

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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

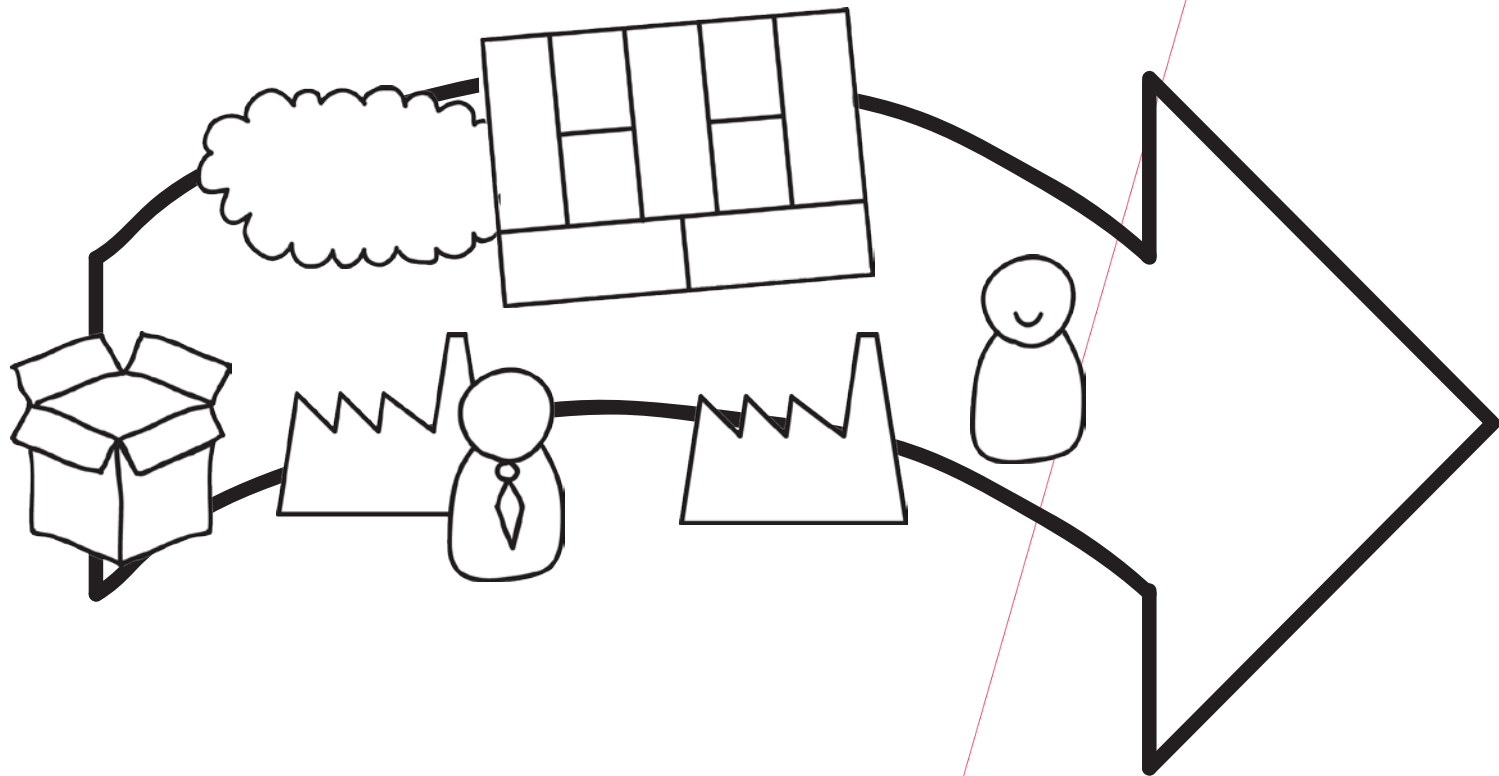
**69 global, 59 NL, 25 AUS, 30 Se, 65 CH
B2B, B2B2C, B2C**

Shortlisted approximately 10 per partner for further research

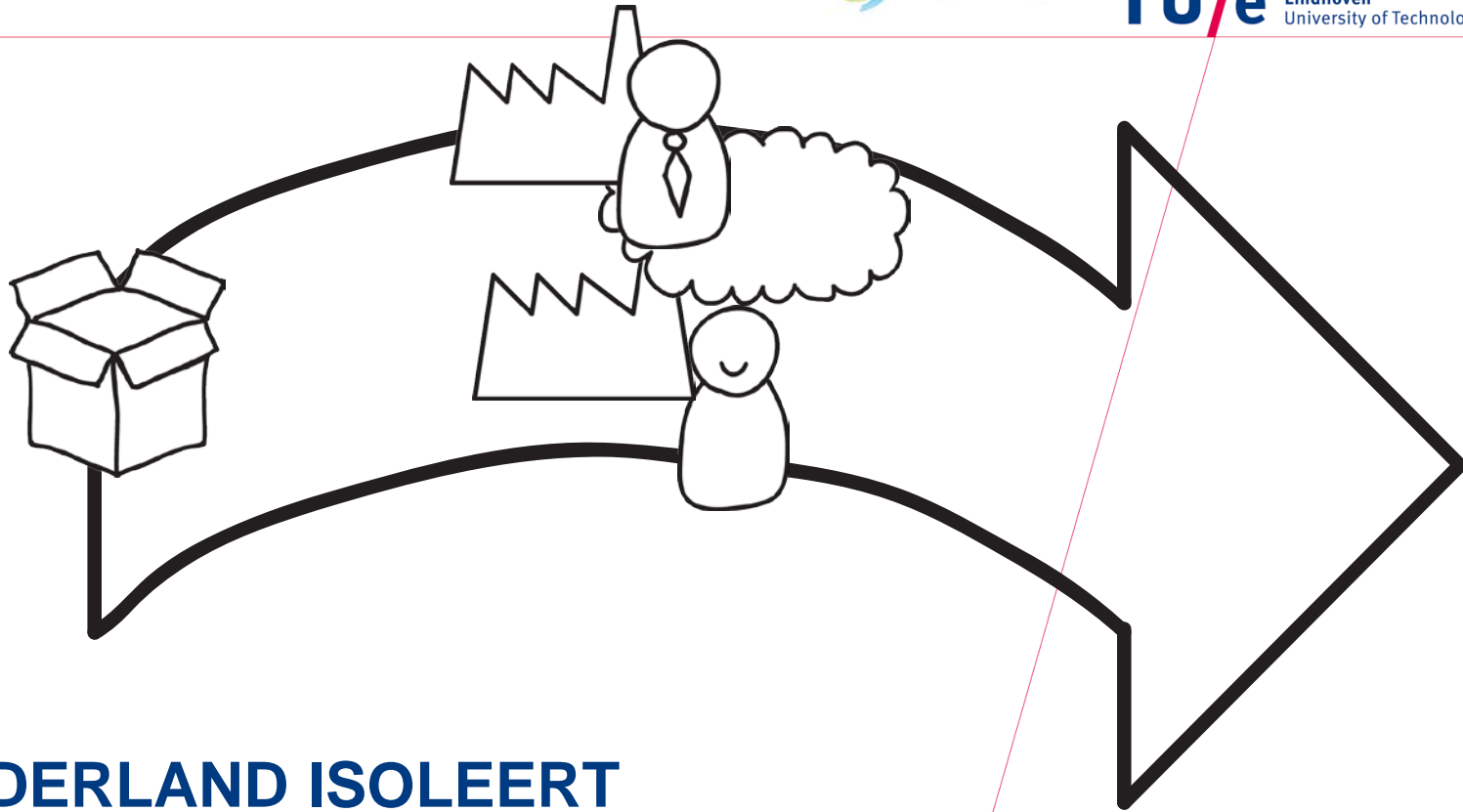
Identified country specific suppliers, clients and stakeholder network

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**



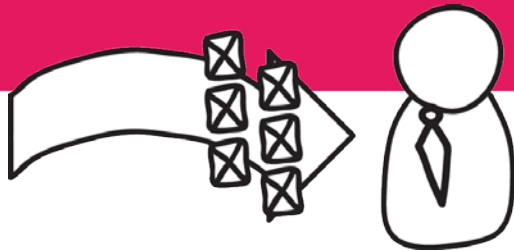
- **Many actors and factors**
- **Transitioning at different speed = tension**
- **synchronicity/fit**
- **Influence**
- **User centeredness is a real challenge**



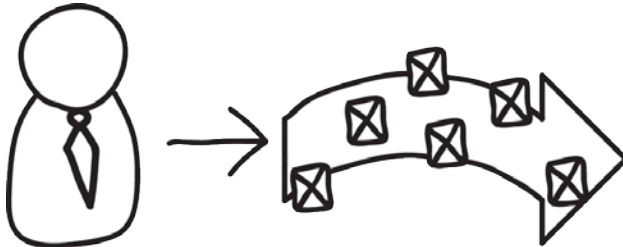
NEDERLAND ISOLEERT

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

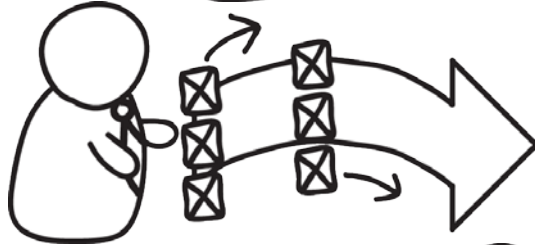
Various Strategies



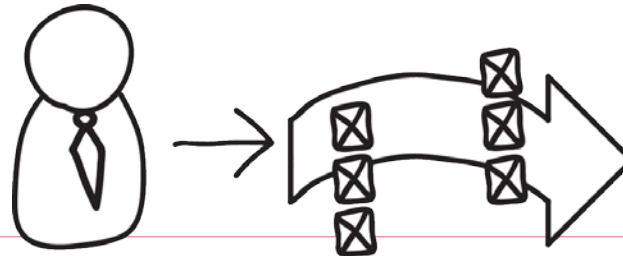
Conscious System changer



Unconscious system changer

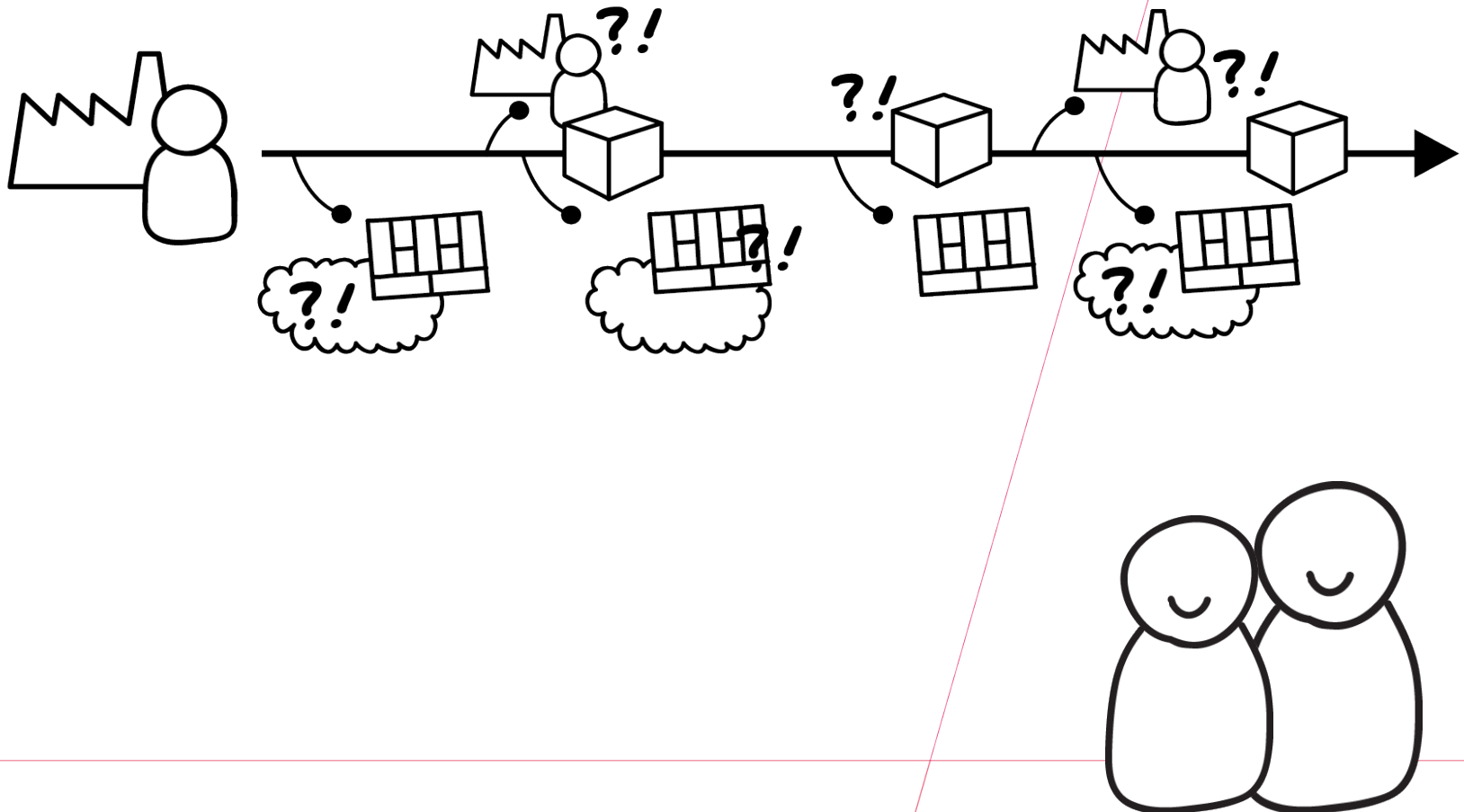


Smart Matcher



Stealth Changer

Next steps (2016): Co-creation workshops for guidelines



Want to learn more?

Webinar Task 25, November 19

For further information please contact

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