

Technology Collaboration Programmes

TCP Universal Meeting - 9 October 2017
SESSION 4 – Awareness, communication and
visibility

TCP on Demand Side Management

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DSM TCP: About Us

■ Mission and scope (Draft)

- *Deliver to its stakeholders, materials that are readily applicable for them in crafting and implementing policies and measures. The Program should also deliver technology and applications that either facilitate operations of energy systems or facilitate necessary market transformations.*

■ Activities

- 4 tasks (annexes) on behaviour, net integration and energy service providers.
- Many publications, available on website, workshops and on-line seminars
- Newsletter, social media

■ Current high-priority themes

- Energy Efficiency
- Behaviour
- Big Data?

PARTICIPANTS

	IEA members	Partner countries	Intergovernmental
Contracting Parties	15		
Sponsors	2		

Awareness, communication and visibility



■ State of play

- Energy Efficiency is real, is possible but needs investment in time and money.
- Tools: From magic carpet, via Monster-book to reports and models.

■ Ideas for further communication enhancement

- IEA University
- Reduce/split results to match political life- and attention span.

■ Further ideas on:

- Increase the number of workshops/annex, involve national players more?
- The new TCP brand? To soon to tell, no negative reactions.
- TCP and IEA visual identities:
 - ◆ IEA: limited “general” messages, strong emphasis on collaboration and added value, aim at decision makers.
 - ◆ TCP: always show visible & content link, emphasis on content.
- What suggestions to make TCPs better understood by key decision-makers?
 - ◆ Give material a specific twist (use country officers)

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TCP on Photovoltaics (IEA PVPS TCP)

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IEA PVPS TCP: About Us

■ Mission and scope

- The mission is to enhance the international collaborative efforts which facilitate the role of photovoltaic (PV) solar energy as a cornerstone in the transition to sustainable energy systems.

■ Activities

- Applied research on the PV component and system level (both technical and non-technical) which addresses issues in view of a continued widespread deployment of PV technology in various applications and markets
 - ◆ Among members of the TCP
 - ◆ In co-operation with other TCPs
- Research results feed into publications, workshops and conferences
- Other activities include webinars

■ Current high-priority themes

- Markets, industry, business, policy
- Sustainability, quality & reliability
- Grid integration, building integration, coming up: transport

PARTICIPANTS

	IEA members	Partner countries	Intergovernmental
Contracting Parties	19	7	1
Sponsors	4		

Awareness, communication and visibility

■ State of play

- Content: Facts, analysis, solutions, trends of PV's role in the energy system
- Target audience: widening from PV experts to industry, utilities and policy
- Tools & means: from technical reports to more accessible, summarized messages, supported by press releases, webinars, social media and events

■ Ideas for further communication enhancement

- More target group specific communication, engaging with target groups
- Speaking more to our target audiences than to ourselves, addressing needs
- Communication as an ongoing activity rather than at the end of specific work

■ Further ideas on:

- Activities: Reach out to target audience, using TCP meetings/experts for events
- TCP brand: effectiveness & impact depend more on content & communication
- TCP & IEA identities: not easy to distinguish, visual & actual difference is only understood by a minority, the more strategic, the more difficult
- Decision makers: assure enough resources and necessary communication skills to distill the TCP's messages to the relevant content and accessibility

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TCP on Solar Heating and Cooling (IEA SHC TCP)

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About us



Mission and scope

- To enhance collective knowledge and application of solar heating and cooling through international collaboration in order to fulfil the vision of solar thermal energy meeting 50% of low temperature heating and cooling demand by 2050
- Scope – Solar Heating and Cooling for Buildings and Industry
- Have 21 Contracting Parties and 5 Sponsors
 - ◆ Sponsors include ECREE and RCREE that cover 30+ countries in West Africa and MENA regions

PARTICIPANTS

	IEA members	Partner countries	Intergovernmental	Nongovernmental
Contracting Parties	17	3	1	
Sponsors				5

Activities

- Currently 8 active research Tasks involving members of the TCP and co-operation with other TCPs (ECES, DHC, PVPS)
- Results available in Task reports, SHC book series published by Wiley, SHC TCP newsletter, SHC 2017 to be held jointly with ISES Solar World Congress
- Other activities: Solar Heat Worldwide, Solar Academy

Current high-priority themes

- Solar heat price reduction
- District heating and industrial heat
- Solar heat storage

Website: www.iea-shc.org



Awareness, communication and visibility

- **SHC needs to communicate the potential energy savings derived from thermal use of solar energy:**
 - **Communicates to:** Public Authorities (planning and regulatory), Academics, Industry.
 - **Tools:** Excellent international scientific network, SHC Conference, Social media (website, solarthermalworld.org, Twitter, LinkedIn, ...), SHC Solar Academy, National initiatives from member states, Collaboration with analogous organizations (ISES).
- **Ideas for further communication enhancement:**
 - **Idea 1:** IEA Promotion of Renewables and End Use dedicated events (worldwide and by countries).
 - **Idea 2:** Raise awareness of the thermal demand. Energy debate and events are usually biased to electricity.
- **Further ideas on:**
 - What activities have TCPs found to be successful in raising awareness of the impact and benefits of the IEA's energy technology work?
 - ◆ Events related to the Mission Innovation Challenge enhance the awareness on the TCPs potential.
 - What are your views on the new TCP brand? Is it effective / impactful?
 - ◆ We have not enough data to answer this question. Probably it is too early to judge.
 - TCP and IEA visual identities: how can we ensure strategic and accurate communication?
 - ◆ Many non-IEA contacted people think IEA and TCPs are different things. IEA Technology network and TCP logos should appear together in presentations.
 - What suggestions do you have to make TCPs better understood by key decision-makers?
 - ◆ High-level events by country and sector, to present all-TCPs, and specially those in which the country is involved.