

TAKING
COOPERATION
FORWARD



Jihlava, 22.05.2017



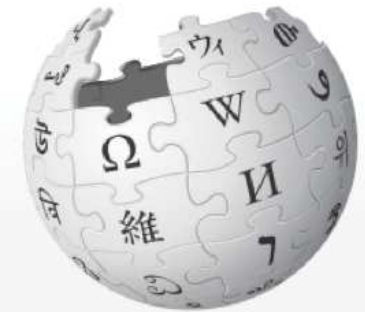
**Behavioural vs. Analytical DSM and the TOGETHER
integrated approach**



Antonio Zonta - Provincia di Treviso

WHERE DOES THE TERM “DEMAND SIDE MANAGEMENT” COME FROM?

- According to Wikipedia, “The term DSM was coined following the time of the [1973 energy crisis](#) and [1979 energy crisis](#).^[5] Governments of many countries mandated performance of various programs for demand management.
- Wikipedia adds that “**Energy demand management**, also known as **demand side management (DSM)**, is the modification of consumer demand for [energy](#) through various methods such as financial incentives and behavioral change through education. Usually, the goal of demand side management is to encourage the consumer to use less energy during [peak](#) hours, or to move the time of energy use to off-peak times such as nighttime and weekends



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WHERE DOES THE TERM “DEMAND SIDE MANAGEMENT” COME FROM?

According to other sources, it seems that the term Demand Side Management was introduced by Clark W. Gellings, an American researcher, in an article on *IEEE Spectrum* in 1981

In the following years Gellings continued to popularize the term in a wide series of articles and volumes, setting a strong connection between DSM and the process of **Energy Planning**.

In a recent publication, Gelling refers about Demand Side Management as embracing 5 critical components of energy planning :

- 1.DSM **will** influence customer use
- 2.DSM **must** achieve selected objectives
- 3.DSM **will be** evaluated against non-DSM alternatives
- 4.DSM identifies how customers **will** respond
- 5.DSM value **is** influenced by load shape



Two new categories of DSM have recently been introduced and may be found in the market of energy efficiency measures: behavioural and analytical demand-side management.

Behavioural DSM refers to management of the individual energy behaviour of direct consumers,

Analytical DSM focuses on the actions people take to alter energy use as a result of data analysis and equipment monitoring.

Both categories require a solid support of metering devices



IEA DSM Technology Collaboration Program

‘Promoting Energy Efficiency and Demand-Side Management for global sustainable development and for business opportunities’

The Demand-Side Management Technology Collaboration Program (DSM TCP) is one of more than 40 co-operative energy technology programs within the framework of the International Energy Agency (IEA). <http://www.ieadsm.org/>

Since 1993, the IEA DSM Technology Collaboration Program has worked to develop and promote tools and information on demand-side management and energy efficiency. As a result of this collaborative work between countries in Australasia, Europe and North America, the DSM TCP has created a ‘tool box’ of resources and information for governments, utilities and energy companies to help them incorporate DSM measures into their energy policies, projects and activities.

Thus, for anyone who wants to develop or use demand-side management activities or related policies, the IEA DSM TCP should be the natural first resource to consult to make use of experiences learned and to further develop DSM and Energy Efficiency tools.



Energy Efficiency is not difficult - it is only complicated

- The technological aspect of energy efficiency is fairly straightforward and often already covered by existing knowledge and technology
- but getting it bought, installed, used and maintained correctly is a whole other matter.

Experience shows that even if the potential to reduce the use of economic and physical resources is **obvious and high**, this will not **happen by itself**.



- The **actors involved are several** and the interplay between them is complex.
- Some actors even **lose money** when energy efficiency is applied.
- It is not only an issue of combining the best technologies, but even more so an issue of the **behaviour of parties and individuals** involved.
- The performance of the energy system has a great impact on environment and even if the impact of individual actions is small **the sum may be of huge** importance.

The opportunities to improve energy efficiency must be harnessed in a systematic way. This will require management skill:

→ **Demand Side Management (DSM) skill.**

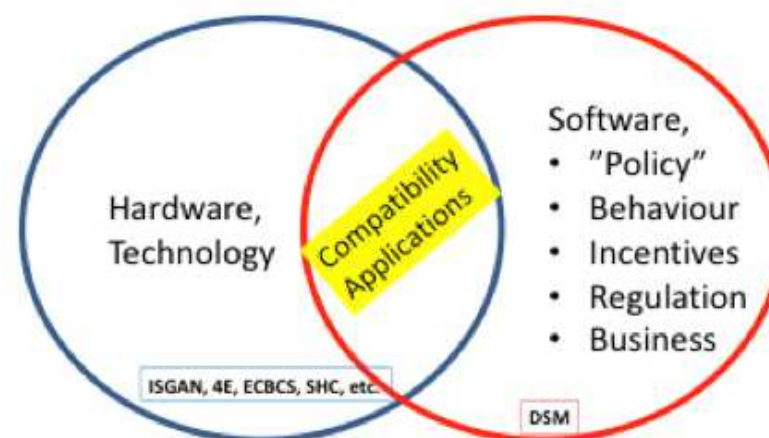


Result = Potential * Acceptance

The potential per se is not the issue. The problem is to get sufficient **acceptance** of energy efficiency measures by the **users** of energy. Any huge number multiplied with zero will stay zero!

Acceptance, understanding and uptake have been too low to release the potential in full.

DSM means working on both the issues in order to get a full result by a large-scale deployment of energy efficiency.



THE PROJECT'S ACRONYM

Our project is officially registered as TOGETHER, and explicitated as «Towards a Goal of Efficiency THrough Energy Reduction»

By the way, to better understand its meaning, we must read it as a whole, like this:

(let's move) **together towards a goal of efficiency through energy reduction**

The project's title therefore contains a strong reference to the need of joint actions as the most effective way to achieve efficiency in energy use, involving:

- **Technology and people**
- **Different people involved in different ways in the process of energy use in public buildings**



THANK YOU FOR YOUR ATTENTION!



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TOGETHER



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