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EVENT NOTICE

India leads IEA project

For the first time in the history of the IEA, India is taking the lead in one of the Agency's international collaborative energy technology research groups.

The Bureau of Energy Efficiency, under Ministry of Power of Government of India, will conduct a project examining *Branding for Energy Efficiency* under the auspices of the Demand Side Management Programme. This programme is one of 42 IEA Implementing Agreements in the areas of energy efficiency in end-use sectors (buildings, electricity, industry, and transport), fossil fuels, fusion, renewable and cross-cutting issues. Member countries of the Demand Side Management Programme are keen to make progress in this area and have expressed strong interest in participating alongside India in this effort.

"We are extremely pleased with the initiative of the Indian Bureau of Energy Efficiency and are confident they will lend solid expertise to the Demand Side Management Implementing Agreement", said Ambassador Richard Jones, Deputy Executive Director of the IEA, during his visit to New Delhi. "The Agency has always sought and maintained an excellent dialogue with key world economies. This co-operation has recently been accelerated in order to provide opportunities for those economies to participate more closely with the IEA. This project is a sign of India's commitment to move from dialogue to action", Ambassador Jones added.

Mr. Devender Singh, Joint Secretary, Ministry of Power, said that this project demonstrates India's strong commitment to energy efficiency and climate change concerns. India is committed to rapid economic growth to raise the standards of living and quality of life for its people but in an environmental friendly manner. Energy efficiency initiatives both on the supply side and demand side will ensure most economic use of this precious resource. "The Hon. Prime Minister of India recently announced National Action Plan on Climate Change under which Bureau is developing National Mission on Enhanced Energy Efficiency which will take forward energy efficiency movement in India in a coordinated manner. International projects such as Branding initiative will help India learn best practices in the area and develop energy efficient economy." Mr. Singh further added.

The primary objective of *Branding for Energy Efficiency* is to increase the visibility and credibility of energy efficiency worldwide through three channels:

- Products/services
- Suppliers/consumers
- Strategy/policy makers

A second objective is to develop a cogent and comprehensive framework to promote branding of energy efficiency (EE) in electricity markets. It is expected to generate significant understanding of those barriers associated with branding EE and the strategies needed to overcome those barriers.

“India will bring very important experience to our work to improve energy efficiency world-wide”, says Hans Nilsson, chairman of the Demand Side Management Implementing Agreement. “We are looking forward to see many more participants join us to share the work and the experiences”. More information can be found on the IEA DSM website at www.ieadsm.org.

In 2003, the IEA Governing Board approved the Framework for International Energy Technology Co-operation which enlarged participation within the Implementing Agreements to include non-IEA countries. At their Gleneagles summit in 2005, the G8 members called upon the Agency to raise the profile of existing research networks and encourage broader participation where appropriate. To achieve this goal, an outreach programme was created - the Network for Experts in Energy Technologies (NEET) Initiative.

Current non-IEA member country participants in Implementing Agreements includes Algeria, Brazil, China, Croatia, Egypt, India, Israel, Lithuania, Russian Federation, South Africa, Ukraine, and Venezuela. The Indian Bureau of Energy Efficiency became a signatory to the Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management in 2007.

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