

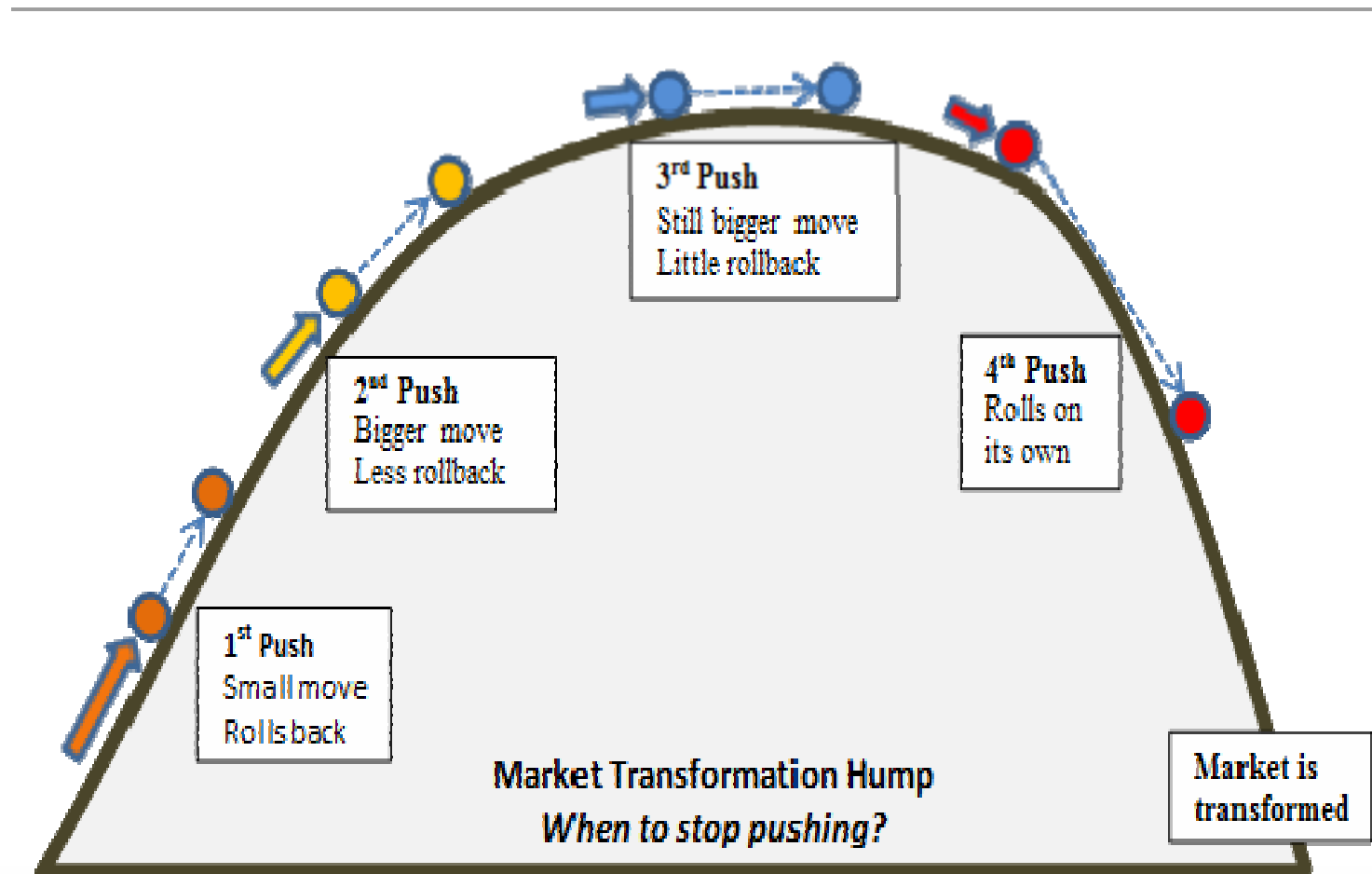


NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

Holistic Approaches to Market Transformation

Introduction: Elizabeth Titus
April 12, 2011 10:30-12:00pm
National Symposium on Market Transformation

Market Transformation: Telling the Story



Session Agenda: New Approaches Are Needed

- Systems thinking versus “divide and conquer”
 - Implementation
 - Evaluation
 - Policy?
- Integrate, coordinate and empower MT program efforts
- Longterm perspective
- Cooperation instead of competition between individual efficiency programs, and/or influences affecting markets
- Discussion:
 - What are Implications of Holistic Approaches?
 - How can we advance “whole market” approaches?
 - Do current policies encourage success of market transformation efforts?



Regional EM&V Forum:

- Managed by NEEP for New England, NY, Mid-Atlantic
- Purpose: “To provide a framework for the development and use of common and/or consistent protocols to measure, verify, track and report energy efficiency and other demand resource savings, costs, and emission impacts to support the role and credibility of these resources in current and emerging energy and environmental policies and markets.”
- Research project agenda related to MT includes:
 - Net Savings: Scoping, Common Definitions/Methods, Policy Research
 - Emerging Technologies Common Assumptions and EM&V Methods
 - Attribution of Savings from Codes and Standards Activities
 - Common EE Program Impact Reporting Guidelines

More information



Julie Michals, jmichals@neep.org

Elizabeth Titus, etitus@neep.org

Cecily McChalicher, cmcchalicher@neep.org

Regional EM&V Forum

Northeast Energy Efficiency Partnerships

91 Hartwell Ave Lexington, MA 02421

P: 781.860.9177

www.neep.org/emv-forum