

PANEL 7 - Market Transformation with Speed and Scale

PANEL LEADERS: **Chad Bulman**, *Chicago Bridge and Iron* and **Susan Hermenet**, *Northwest Energy Efficiency Alliance*

SESSION TOPICS: EE that goes beyond program performance and looks at: the roles of codes, standards, new technologies, market and regulatory changes; leveraging changing attitudes toward energy and climate change; green banks, on bill financing and other financial instruments; compelling early adopters, avoiding free riders and paying for performance; market assessment and market research that inform those initiatives; synergies between government procurement initiatives, programs and market forces; holistic supply chain training and outreach