

PANEL 7 SESSION SCHEDULE
(DRAFT: Subject to change)

Panel 7: Market Transformation with Speed and Scale

		LEAD AUTHOR/ORGANIZATION	TITLE
Mon 8/13	Session 1 8:30 am - 10:00 am The State of Market Transformation: Evolving Theories and Lessons Learned	Grace Relf, ACEEE	<i>New Challenges for Evaluation of Market Transformation Programs</i>
		Kristin Heinemeier, Realized Energy	<i>Transforming the Way We Measure Transformation: Indicators of A Transforming Market for Quality Maintenance</i>
		Chris Pyke, US Green Building Council	<i>Space to Cities: Understanding Opportunities and Barriers Facing the Emerging Ecosystem of Market Transformation Tools</i>
	Session 2 10:30 am - 12:00 pm Corporate Creativity and Potential as Market Transformation Drivers	Heather Burpee, University of Washington	Partnership Initiative with Leading Architectural Firms to Spark Research Innovation in Practice
		Holly Carr, U.S. Department of Energy	<i>You Two Should Meet!: Building Relationships between Energy Managers and CFOs to Advance Energy Efficiency and Renewables in Corporate Building Portfolios</i>
		Jingjing Liu, Lawrence Berkeley National Laboratory	<i>ISO 50001 for Commercial Buildings: Benefits, Early Adopters, and Energy Impact</i>
Tues 8/14	Session 1 8:30 am - 10:00 am Market Transformation in an Ever-changing Utility Landscape	Hannah Bastian, ACEEE	<i>The Invisible Hands of Market Transformation in the Age of Utility Transformation</i>
		Dulane Moran, Northwest Energy Efficiency Alliance	<i>Paving the way for new market transformation programs: building a bridge from resource acquisition.</i>
		Arlene Lanciani, Consortium for Energy Efficiency, Inc.	<i>Attributable Benefits from Utility Market Transformation Efforts</i>
	Session 2 10:30 am - 12:00 pm Rethink and Refresh: New MT Program Designs and Strategies	Michael Myer, Pacific Northwest National Laboratory	<i>Easy and Enticing: How a Collaborative Approach to Emerging Technology Adoption in the Commercial Buildings Sector Has Made Its Mark</i>
		Howard Merson, Vermont Energy Investment Corporation	<i>Five Years and Beyond with Supply Chain Engagement: What's Next with Upstream and Midstream?</i>
		Peter Banwell, U.S. EPA	<i>The ENERGY STAR Retail Products Platform: Transforming National Markets with Retailers</i>

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Wed 8/15	Session 1 8:30 am - 10:00 am Greater than the Sum of the Parts: Policies and MT Programs Working Together	Emily Levin, VEIC	<i>Getting from Here to There: How Efficiency Programs Can Move Beyond kWh Savings to Next-Generation Goals</i>
		Talia Kula, Building Energy Exchange	<i>Turning Data into Action: Using Big Data to Drive Retrofits to Scale</i>
		Jenna Tatum, Innovation Network for Communities	<i>Building Electrification in Cities: A Market Transformation Initiative led by Cities to Decarbonize Heating and Cooling Systems in Buildings</i>
	Session 2 10:30 am - 12:00 pm Driving Transformation by Creating Value in the Commercial Real Estate Sector	Cindy Zhu, U. S. Department of Energy	<i>Raising the Rent Premium: Moving Green Building Research Beyond Certifications and Rent</i>
		Paul Mathew, LBNL	<i>Do energy costs really affect commercial mortgage default risk? New results and implications for energy efficiency investments</i>
		Andrew Burr, U.S. Department of Energy	<i>Business-as-Usual? Energy Efficiency's \$130 Billion Opportunity</i>
Thurs 8/16	Session 1 8:30 am - 10:00 am Driving Transformation through Residential Real Estate Actors	Suzanne Shelton, Shelton Group Inc.	<i>Multiple Americas: Are there messaging strategies that can bridge the divide?</i>
		Robin LeBaron, Pearl National Home Certification	<i>Motivating Real Estate Agents to Sell High-Performing Homes</i>
		Patricia Kappaz, CSRA	<i>Could Residential Energy Disclosure Policies be the Key to Scaling Up Energy Improvement Financing in the Mortgage Industry?</i>
	Session 2 10:30 am - 12:00 pm Smart Devices and Implications for MT Models and Approaches	Arjun Saroya, Lime Energy Co.	<i>Taking Risk out of the Equation: IoT Assisted Guaranteed Savings Contracts as an Approach to Scaling EE in Small Businesses</i>
		Eng Seng Ng, Energy Solutions	<i>Normalized Metered Energy Consumption (NMEC): Unlocking the Potential of Smart Meters</i>
		Jane Chipman, ZNE Alliance	<i>Unlocking the Potential of Public / Private Partnerships to Create Scalable and Sustainable DER Programs</i>

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Fri 8/17	Session 1 8:30 am - 10:00 am Tools and Tricks for More Effective Programs	Paul Torcellini, National Renewable Energy Laboratory	<i>Establishing Building Level Energy Goals in Procurement Documents: Lessons Learned from Pilot Utility and Portfolio Projects</i>
		Genaro Bugarin, The Energy Coalition	<i>Beyond the Audit; Making efficiency easy and enticing by addressing project procurement.</i>
		Ethan Rogers, ACEEE	<i>Creating a new online marketplace for efficiency programs to source and list rebates for application dependent energy-efficient products</i>
	Session 2 10:30 am - 12:00 pm Getting out Ahead: Prepping for New Customer Classes and Technologies	John Morris, D+R International	<i>The Case for Market Transformation of the Cannabis Industry</i>
		Mark Rehley, Northwest Energy Efficiency Alliance	<i>Regional Emerging Technology – Working together to achieve regional goals for new measures</i>
		Chris Kramer	<i>Energy Savings Guarantees: Not Just for ESCOs Anymore</i>

		Poster with published papers in Panel 7	
See Panel 14 for schedule	POSTERS	Erin Beddingfield, Institute for Market Transformation	<i>Piloting the Use of Energy Policy Data to Drive Market Action</i>
		Martin Poirier, Dunsky Energy Consulting	<i>Market Transformation of Electronic Thermostats for Baseboard Heating in the Residential Sector: From Vision to Reality</i>
		Joe Van Clock, Research Into Acion, Inc.	<i>Building a Foundation on Moving Ground: Five Easy Steps to a Market Transformation Baseline</i>
		Genevieve London, Stillwater Energy	<i>Building SEM into a Marketing Brand</i>
		Elaina Present, University of California, Berkeley	<i>Ceiling Fans in Commercial Buildings: Identifying Common Obstacles and Sharing Lessons Learned from Experience</i>
		Joshua Rego, Navigant	<i>What's Next?: The Process of Innovation - A Review of Strategies and Methods to Innovate New Energy Efficiency Programs</i>
		Kiersten von Trapp, NMR Group, Inc.	<i>Buy All the Shiny Things: Understanding Consumers' Purchase Behavior in a Transforming Market</i>