

Innovation and Market Transformation

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A new eBook from ACEEE

People-Centered Initiatives for Increasing Energy Savings

Editors:

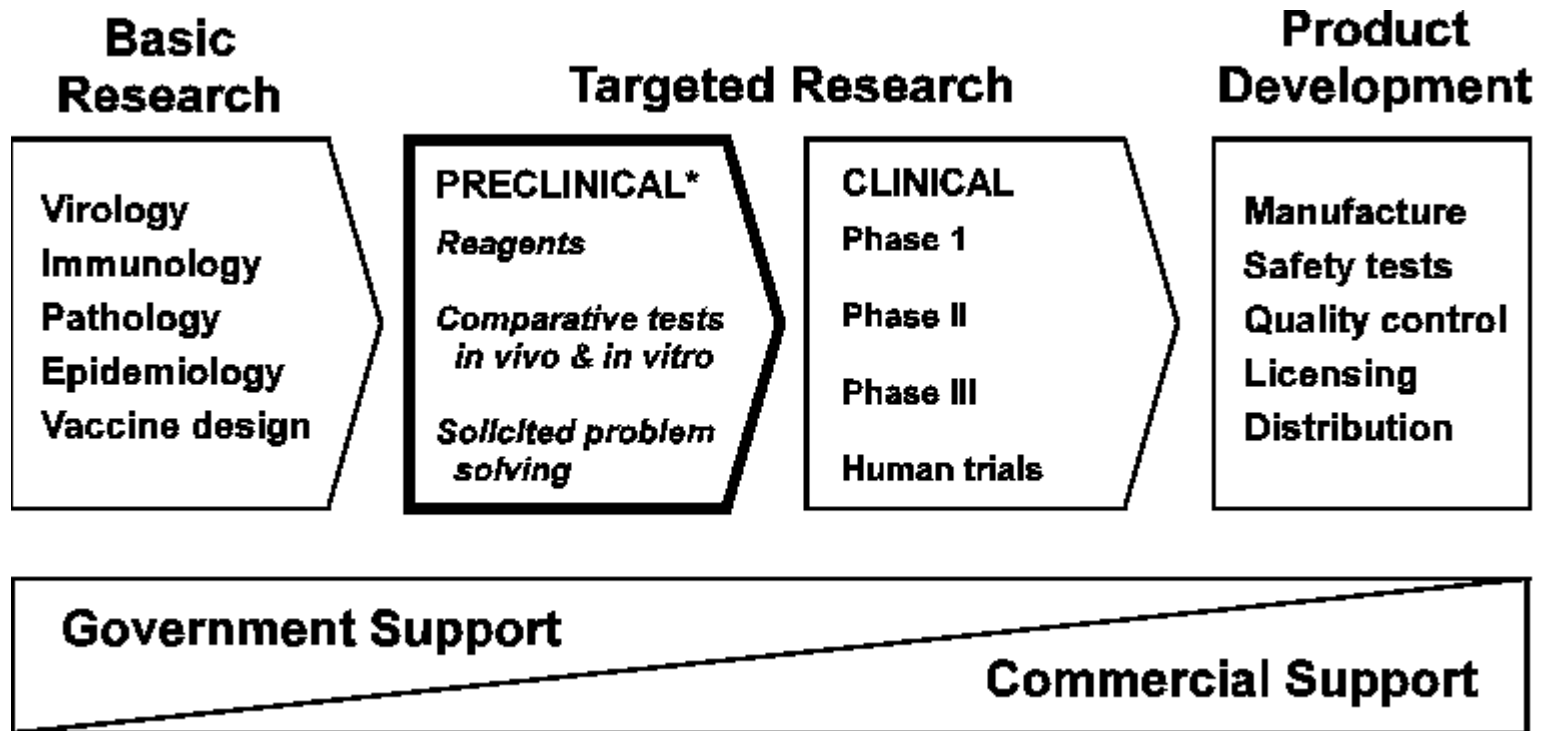
Karen Ehrhardt-Martinez, Renewable and Sustainable Energy Institute,
Univ. of Colorado

John A. “Skip” Laitner, American Council for an Energy-Efficient
Economy

Available free at:

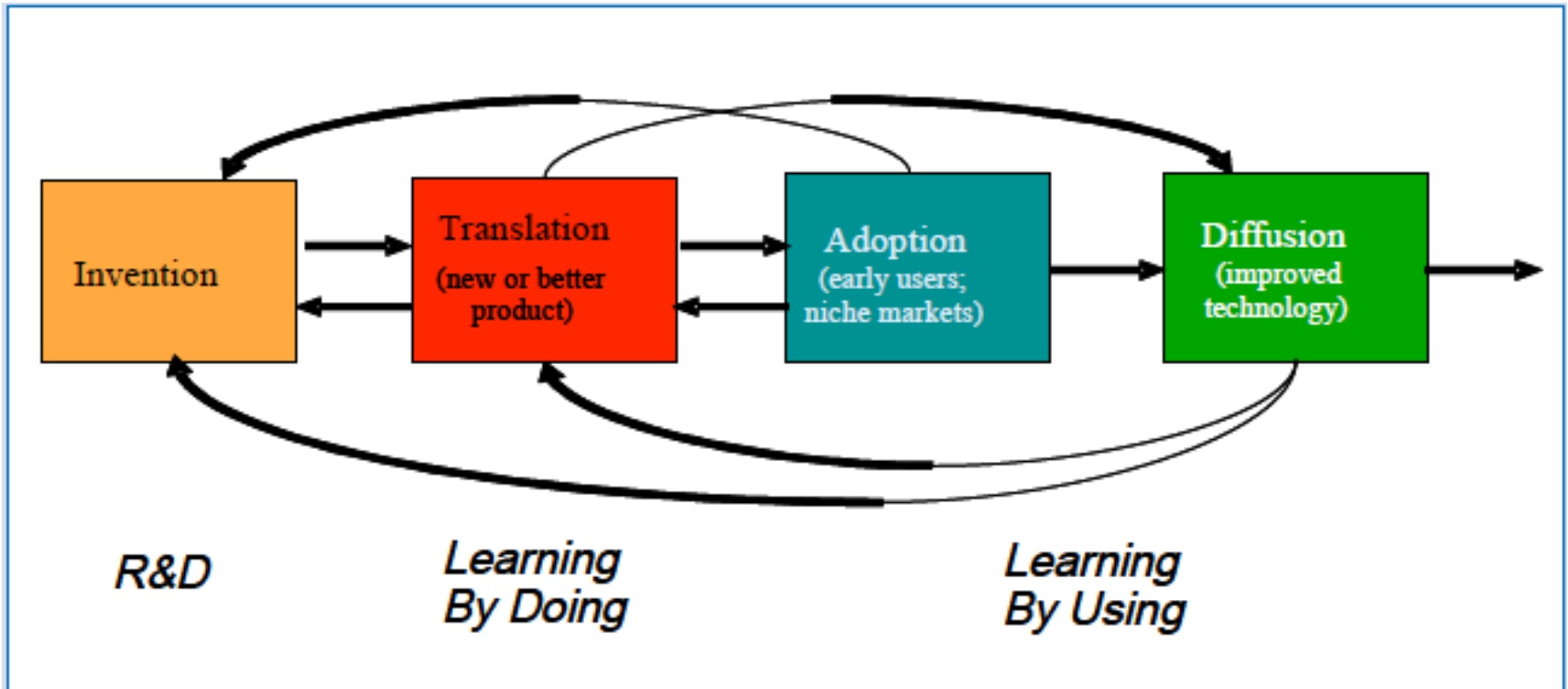
<http://www.aceee.org/people-centered-energy-savings>

Everyone knows that the linear model of innovation is dead but . . .



it still has a powerful hold on our thinking.

Process of technological change from the PCAST Report



Source: PCAST report adapted from Rubin

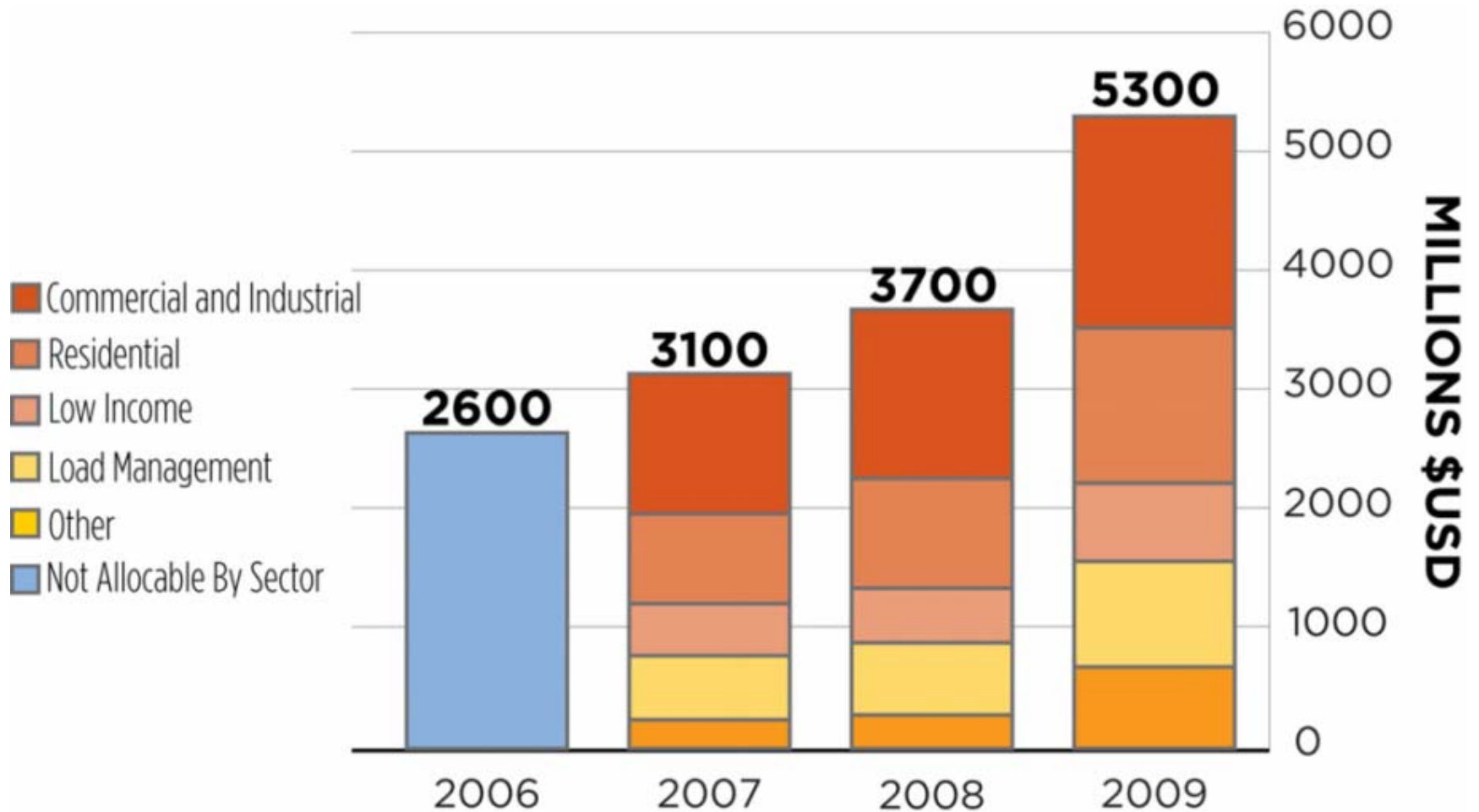
Choice sets

- Consumers are not free to choose from among all of the technical possibilities. Rather, the market provides consumers with limited choices. The choices that are actually available to the consumer/decision maker are “the choice set.”

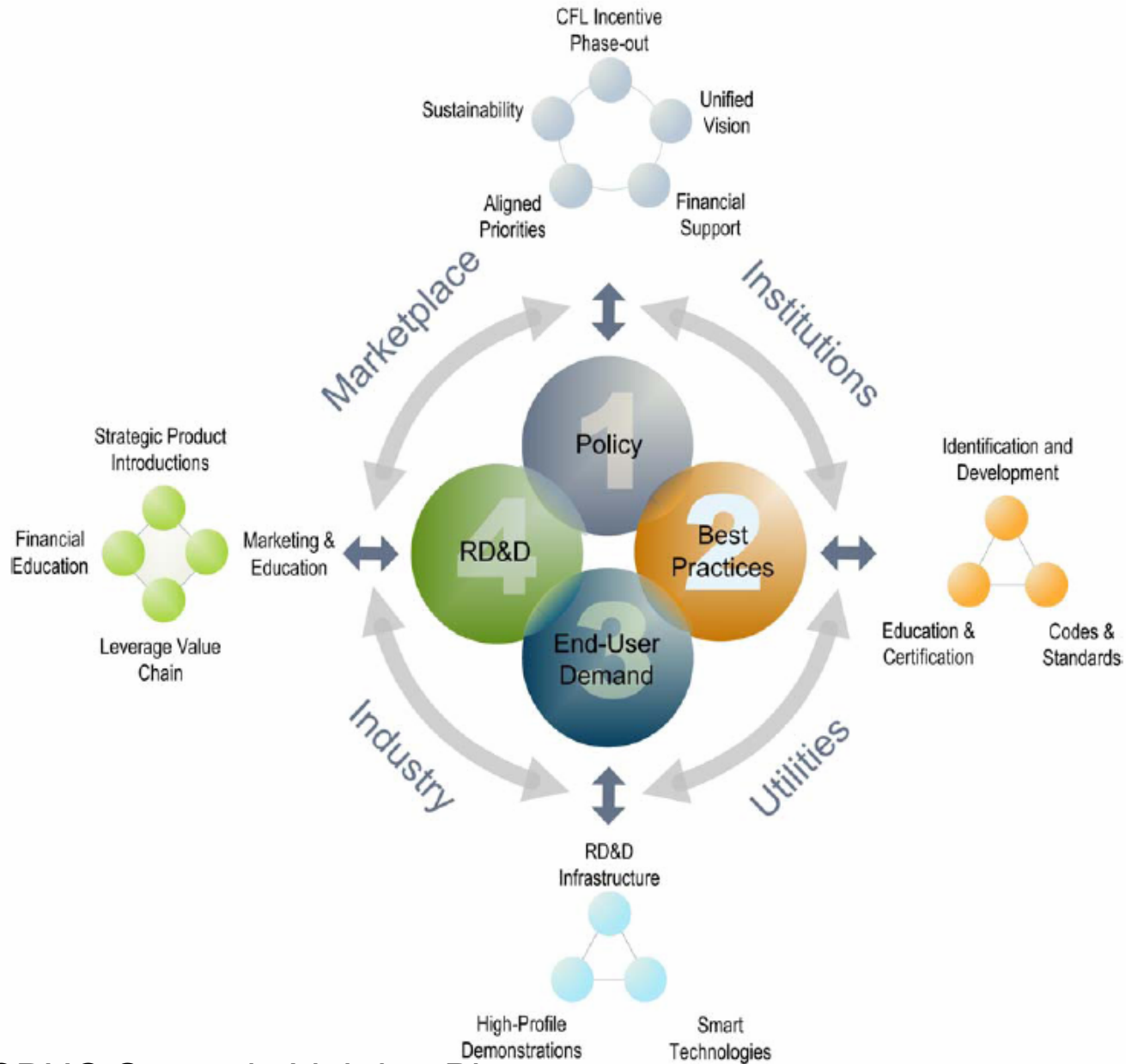
Market Transformation

- In essence, market transformation is changing a choice set. This can mean including something new in the choice set, eliminating something old from the choice set, or both. Successful market transformation involves permanent, or at least long lasting, changes.

Substantial resources are available in utility programs



Source: Consortium for Energy Efficiency



Source: CPUC Strategic Lighting Plan

(<http://www.cpuc.ca.gov/NR/rdonlyres/6234FFE8-452F-45BC-A579-A527D07D7456/0/Lighting.pdf>)