

**2009 Market Transformation Symposium:
The Changing Face of Market Transformation**

**MT101: Fundamentals of Market Transformation
March 29, 2009
1:00 pm to 5:00 pm**

1:00 – 1:45 Introduction and Overview

The MT101 course will start with discussion of what market transformation is, how it works and how and when it should be used. This session includes an introduction and overview of the theory and practice of market transformation and the role of market transformation in meeting program goals for energy savings as well as larger policy goals related to energy and climate change.

Presenter: Marc Hoffman, Consortium for Energy Efficiency

1:45 – 2:45 Making It Work: Administrative Models for MT Programs

Market transformation and related customer energy efficiency programs are offered under a variety of administrative models. In some states the utilities administer and implement programs with regulatory oversight of program objectives, budgets and scopes. In others there are non-utility organizations that administer and implement programs with similar regulatory oversight.

This session examines the different administrative models in place across the U.S. The purpose of the session is to familiarize participants with these different models. Specific objectives are for participants to learn:

- The advantages and disadvantages of these different models and approaches,
- Which states use which models and why,
- How states with different structures collaborate within regional frameworks, and
- Results to date and lessons learned from selected examples of these different models.

Presenter: Dan York, American Council for an Energy-Efficient Economy

2:45 – 3:00 Break

3:00 – 4:00 Market Segments and Technologies

Market transformation activities are directed at both the residential and commercial market sectors. There are different leverage points in each of these markets, and the design of a successful MT program needs to recognize and respond to these differences. This session will examine the nature of these markets, the key leverage points, and successful MT approaches. This session will also examine the types of technologies that are being promoted through MT efforts in each sector, and look at future trends and opportunities.

Presenter: Mark Eggers, New York State Energy Research & Development Authority

4:00 – 5:00 Evaluation of MT Programs

This introduction to evaluation will cover the basic terminology and approaches used in the energy efficiency industry. Participants will learn what types of evaluation approaches are common for energy efficiency programs, develop an understanding of some of the jargon used in the industry, and identify resources for developing evaluation plans or accessing findings. The last third of the class will be interactive, during which learners will determine the key evaluation approaches for two example programs.

Presenter: Ken Tiedemann, BC Hydro