WECC’s Mission

We champion innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses, and policy makers.
Overview

A field perspective on

- What is market transformation?
- What are the critical program elements?
- What are the limiting institutional barriers?
Introduction

Common Practice

Voluntary Measures

Pricing and Incentives

RD&D, information, education and training

Regulated Standards and Codes

Targeted Market Position

Current Market Position

Market Maturity

Market Share

Higher

Lower
Wisconsin Focus on Energy
Home Performance with Energy Star

What:

- Established in 2001 to:
  - Create a program with self-sustaining, trained, market-based providers.
  - Foster long-term market transformation.
  - Facilitate whole house improvements.
  - Protect homeowner's interests.
Wisconsin Focus on Energy
Home Performance with Energy Star

Commercialization Achieved:

- Long standing commitment to MT strategy.

- Market development.
  - 74 active consultants (BPI/ ResNet certified).
  - Over 1700 contractors.
  - Continued growth in homeowner participation.
Homeowner Participation

Home Performance with ENERGY STAR
Completions and Pre-assessments

Year
2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
Completions
219 149 983 1159 2135 2604 3258 1975 2224
Pre-assessments
129 134 713 1053 846 1143 955 1097 2224

WECC
Wisconsin energy conservation corporation
proving the value of energy efficiency
Success Factors

- Long term commitment to the market.
- Market provider engagement.
- Ongoing training and quality assurance.
Barriers

- Lack of market data.
- Focus on individual measures.
- Separation between codes and standard development and market development programming.
Observations

- Successful market transformation starts with **knowing what we want**.

- Maintaining momentum requires a consistent investment in **market data**.

- Engaging **market providers** is key to driving sustainable change.
Discussion

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