

# 2016 ACEEE Market Transformation

## Leveraging Trade Allies to Build, Maintain and Advance Market Transformation Programs

**Dave Backen, Director  
Evergreen Consulting Group**



# Evergreen Consulting Group

- Established 1997, family-owned business
- Focus on trade-ally driven energy efficiency programs
- Primarily serve states west of the Rocky Mountains (some Midwest states as well)
- Currently serving 30 clients (large and small) with 62 team members
- Recognized leader in commercial and industrial lighting
- Delivered over 1 billion kWh over the last 10 years



**Energy efficiency is a proven strategy.  
A worthy goal. A measurable result.**

Successful energy and cost saving solutions require expert knowledge, adept planning and genuine people skills.

**Evergreen Consulting Group delivers.**  
For nearly two decades, we have been a partner and advisor to utilities, organizations and trade allies in the Northwest and across the U.S. Building relationships. Innovating programs. Achieving results.

**Work with us. Experience. Energy. Efficiency.**



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Four new employees hired at Evergreen...[MORE](#)

Evergreen earns top ten ranking on annual list of 100 Best Companies to Work For in Oregon...[MORE](#)

Brian Morrison hired as Evergreen's newest energy specialist...[MORE](#)



# Current Situation

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- All programs claim to “use” allies in their programs...and they do...
  - Everyone has a trade ally program
  - Everyone says they do training
  - Many programs likely do a very good job...many may not do all they can
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- What do you suppose trade allies would say to a question of how they are used/engaged in programs?



# Differentiation

- Close to the market — to better leverage market actors
  - Half of our team are field-based Lighting and Energy Specialists
  - Gives us the ability to develop trusted and long-lasting relationships
- Conduct dozens of training sessions each year
- Strong history of delivering support to trade allies
- Tested and seasoned team – most have 15-25 years in the business
- Small, virtual company - creative, flexible and responsive



# Intervention Strategies

- What can we do to transform the market?
- In preparing allies for the future – what are programs doing in support?
- How can we connect our allies to where the market is going, so they can be better prepared as business owners?
- How do we integrate new, atypical allies?
- How can we engage, not use, our trade ally networks?
- How can we move programs from “using” their trade ally networks to “embracing” them?



# Removing Barriers to Market Transformation

- Comprehensive program options
- Full, wide-ranging training programs
  - Technical and comprehensive
  - Sales
  - Business Development
    - Help them be a better business
- Basic training on programs and how to fill out the forms is not going to do it
- Entertain more advanced training
  - NEEA is preparing to implement NXT Level training
  - What can your programs do?
  - What would you like them to do?



# Accelerating Adoption of Energy Efficiency

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- Preparing Allies - anything we can do to prepare them to:
  - Integrate and deliver higher quality projects
  - Influence broader reach with deeper savings
- Involve allies in a Trade Ally Advisory Group/Council
  - Formal
  - Informal



# In Summary

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- Ask your trade allies how you can help them
  - Then listen to them – do for them what you can
- Embrace them and the program results they can bring
- Provide comprehensive training at least twice per year – at least provide more than current efforts
- Try a formal or informal Trade Ally Council
- Align your incentives to achieve more comprehensive results

Hug a  
Trade Ally  
Today!





# Questions?



## Contact information

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