2016 ACEEE Market Transformation

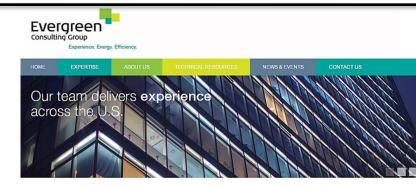
Leveraging Trade Allies to Build, Maintain and Advance Market Transformation Programs

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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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Current Situation

- 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

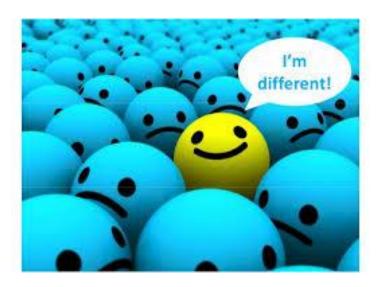
What do you suppose trade allies would say to a question of how they are used/engaged in programs?





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

- 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

- 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





Questions?



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