

Schedule

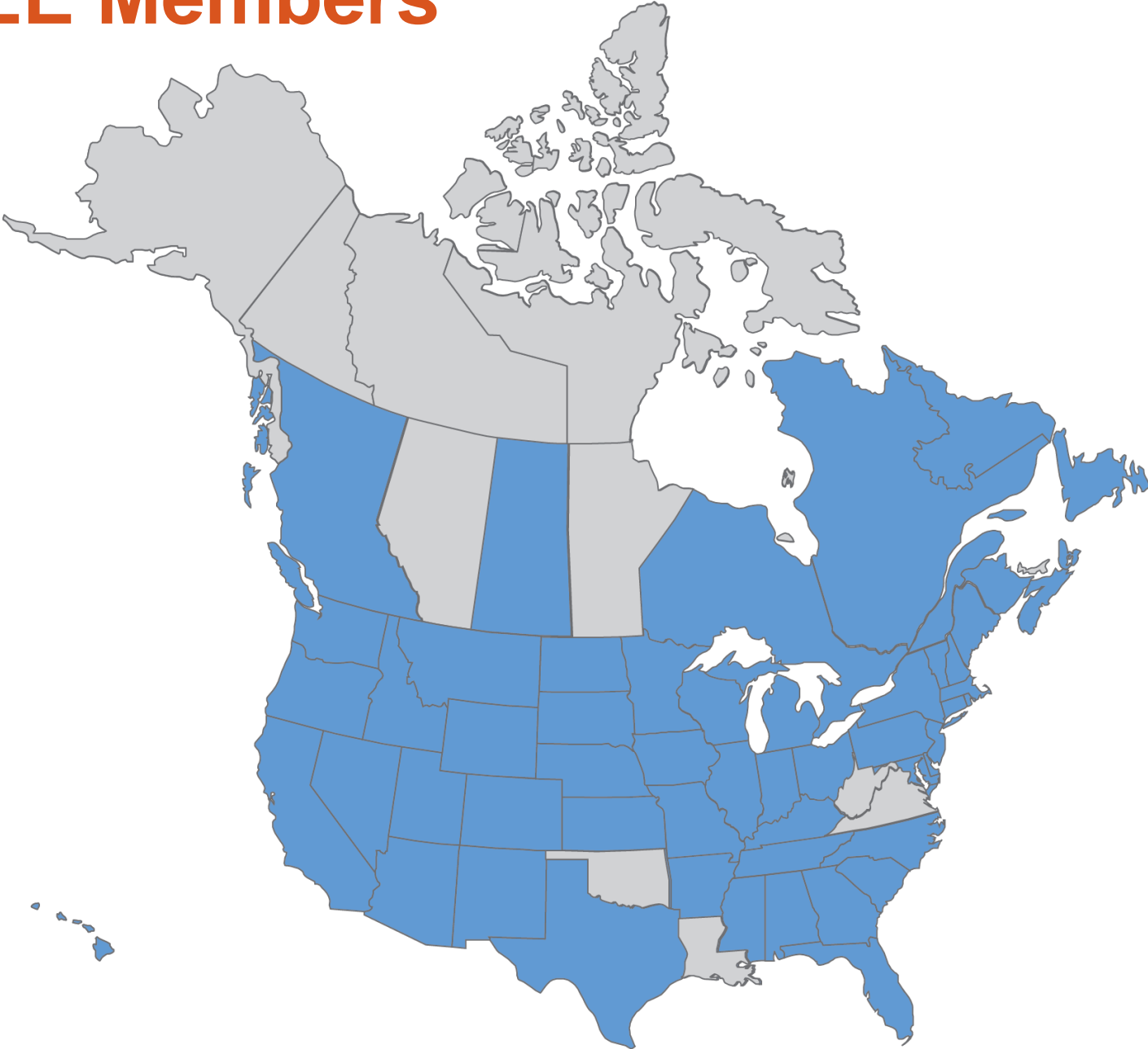
Time	Presenter	Topic
1:00 – 1:30	John Taylor, CEE	Introductions and Background
1:30 – 2:15	Alexis Allan, NEEA	MT Overview and Case Studies
2:15 – 2:30	Break/Form Your Groups	
2:30 – 3:15	Breakout Exercise	Barriers, Opportunities, Interventions
3:15 - 4:00	Karen Horkitz, Cadmus	Evaluation & Market Progress
4:00- 4:10	Break/Form Your Groups	
4:10-4:40	Breakout Exercise	Market Progress Indicators
4:40-5:00	John, Alexis, Karen	Session Wrap up

Program administrators formed CEE

- ▶ To reach **binational markets**
- ▶ **Accelerate market uptake** of efficient products and services
- ▶ Which achieves **lasting public benefit** of energy efficiency



CEE Members



Origins of EE Programs

- ▼ 1970s:
 - Energy crisis and OPEC oil embargo
 - “Conservation”
- ▼ 1980s to early 90s: IRP/DSM
- ▼ Mid-1990s:
 - Deregulation
 - Some abandon IRP
 - Establish system benefits charge



Today's Context for Market Transformation

- ▶ Paradigm shift occurred with Reliability Crisis
 - Grid benefit
- ▶ IRP hasn't gone away
 - Distribution utility requirement
- ▶ Policies like CA: efficiency first in “loading order”
 - Efficiency is a resource
- ▶ “All cost-effective efficiency”
 - Implication of climate change policies

Demand Side Management (DSM)

- ▶ Part of integrated resource planning (IRP)
- ▶ Goal—to yield the lowest system cost
- ▶ Reduce energy and power demand
- ▶ Avoid construction and operation of new plants

Design of DSM Programs

- ▶ Focused on short term savings
- ▶ Predominantly through financial incentives
- ▶ Influenced single transactions
- ▶ Temporary shifts in market share



Characteristics of MT

- ▶ Strategic interventions in the market
- ▶ Long-term objectives
- ▶ Tactical short-term objectives
- ▶ Need to recognize product life cycles
 - Where you are in the life cycles

Examples of National Market Transformation

- ▶ Resource efficient clothes washers, 1989-2001
 - Proven market acceptance basis for future standard



- ▶ Super efficient refrigerator program 1992-2000
Proof of technology leads to higher efficiency

Examples of National MT Programs

- ▼ Golden Carrot™
- ▼ Design Charrette and/or Competition
- ▼ Tiered Efficiency Specifications
- ▼ Joint Campaigns or Branding
- ▼ Certified Equipment Performance Directories

Contact

John Taylor

Deputy Director

617-532-0944

jtaylor@cee1.org