

# 2018 SUMMER STUDY BUILDINGS: PANEL 4

## COMMERCIAL BUILDINGS: PROGRAM DESIGN, IMPLEMENTATION, AND EVALUATION

**PANEL LEADERS:** **Tom Coughlin**, *National Grid* and **Emily Moore**, *Northwest Energy Efficiency Alliance*

**SESSION TOPICS:** This panel will feature a range of topics aimed at innovative approaches to program design, implementation and evaluation featuring speakers from around the world. In today's energy efficiency environment, serving commercial buildings and making efficiency easy and enticing to the diverse range of commercial customers can be challenging. Suggested topics are: designing, implementing, and evaluating innovative EE and demand reduction programs; new approaches for integrating efficiency and demand response; program opportunities and challenges with advanced building controls and connected lighting; harnessing the power of data for program implementation and evaluation; innovative approaches for serving hard-to-reach markets; influencing decision-makers and making the business case for efficiency; capturing operational efficiency and behavioral changes; beyond widgets – whole building approaches and deep energy retrofits; moving towards net-zero energy buildings; transitioning government policy into program design.