

2018 SUMMER STUDY BUILDINGS: PANEL 7

MARKET TRANSFORMATION WITH SPEED AND SCALE

PANEL LEADERS: **Julie Hughes**, *Institute for Market Transformation* and **Linda Sandahl**, *Pacific Northwest National Laboratory*

SESSION TOPICS: Innovative approaches and processes for strategic market transformation; assessments of market barriers, with strategies for overcoming them; results documenting lasting changes in market behavior towards improved energy-efficient products, services, systems, or practices; government's involvement in private market transformation; strategies for making energy efficiency easy and enticing; emerging technology identification and planning; public-private partnerships, the role of codes and standards; other regulatory changes; and tracking progress.