

PANEL 7 SESSION SCHEDULE
(FINAL)

Panel 7: Market Transformation with Speed and Scale

		LEAD AUTHOR/ORGANIZATION	TITLE
Mon 8/13	Session 1 8:30 am - 10:00 am The State of Market Transformation: Evolving Theories and Lessons Learned	Grace Relf, ACEEE	<i>New Challenges for Evaluation of Market Transformation Programs</i>
		Kristin Heinemeier, Realized Energy	<i>Transforming the Way We Measure Transformation: Indicators of a Transforming Market for Quality Maintenance</i>
		Chris Pyke, US Green Building Council	<i>Space to Cities: Understanding Opportunities and Barriers Facing the Emerging Ecosystem of Market Transformation Tools</i>
	Session 2 10:30 am - 12:00 pm Corporate Motivations and Actions as Market Accelerants	Heather Burpee, University of Washington	Partnership Initiative with Leading Architectural Firms to Spark Research Innovation in Practice
		Erin Beddingfield, Institute for Market Transformation	<i>Piloting the Use of Energy Policy Data to Drive Market Action</i>
		Jingjing Liu, Lawrence Berkeley National Laboratory	<i>Accelerating the Update of ISO 50001 in Commercial Buildings: Two Early Adopters Utilizing an "Enterprise-Wide" Approach to Save Energy and Beyond</i>
Tues 8/14	Session 1 8:30 am - 10:00 am Market Transformation in an Ever-changing Utility Landscape	Hannah Bastian, ACEEE	<i>The Invisible Hands of Market Transformation in the Age of Utility Transformation</i>
		Dulane Moran, Northwest Energy Efficiency Alliance	<i>Paving the Way for New Market Transformation Programs: Building a Bridge from Resource Acquisition</i>
		Arlene Lanciani, Consortium for Energy Efficiency, Inc.	<i>Attributable Benefits from Utility Market Transformation Efforts</i>
	Session 2 10:30 am - 12:00 pm Rethink and Refresh: New MT Program Designs and Strategies	Michael Myer, Pacific Northwest National Laboratory	<i>Easy and Enticing: How a Collaborative Approach to Emerging Technology Adoption in the Commercial Buildings Sector has Made Its Mark</i>
		Howard Merson, Vermont Energy Investment Corporation	<i>Five Years and Beyond with Supply Chain Engagement: What's Next with Upstream and Midstream?</i>
		Peter Banwell, U.S. EPA	<i>How Public-Private Collaboration is Rethinking the Design of Retail Programs: The Market Transforming Impact of EPA's ENERGY STAR Retail</i>

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Wed 8/15	Session 1 8:30 am - 10:00 am Driving Transformation through Residential Real Estate Actors	Suzanne Shelton, Shelton Group Inc.	<i>Multiple Americas: Are There Messaging Strategies that can Bridge the Divide?</i>
		Robin LeBaron, Pearl National Home Certification	<i>On Beyond Data - Bring on the Marketing! Motivating Real Estate Agents to Sell High-Performing Homes</i>
		Joshua Rego, Navigant	<i>What's Next?: The Process of Innovation - A Review of Strategies and Methods to Innovate New Energy Efficiency Programs</i>
	Session 2 10:30 am - 12:00 pm Driving Transformation by Creating Value in the Commercial Real Estate Sector	Cindy Zhu, U. S. Department of Energy	<i>Raising the Rent Premium: Moving Green Building Research Beyond Certifications and Rent</i>
		Paul Mathew, LBNL	<i>Do Energy Costs Really Affect Commercial Mortgage Default Risk? New Results and Implications for Energy Efficiency Investments</i>
		Andrew Burr, U.S. Department of Energy	<i>Business-as-Usual? Energy Efficiency's \$130 Billion Opportunity</i>
Thurs 8/16	Session 1 8:30 am - 10:00 am Getting out Ahead: Prepping for New Customer Classes and Technologies	John Morris, D+R International	<i>The Case for Market Transformation of the Cannabis Industry</i>
		Mark Rehley, Northwest Energy Efficiency Alliance	<i>Regional Emerging Technology – Working Together to Achieve Regional Goals for New Measures</i>
		Christopher Kramer	<i>Energy Savings Guarantees: Not Just for ESCOs Anymore</i>
	Session 2 10:30 am - 12:00 pm Smart Devices and Implications for MT Models and Approaches	Arjun Saroya, Lime Energy Co.	<i>Taking Risk out of the Equation: IoT Assisted Guaranteed Savings Contracts as an Approach to Scaling EE in Small Businesses</i>
		Eng Seng Ng, Energy Solutions	<i>Normalized Metered Energy Consumption (NMEC): Unlocking the Potential of Smart Meters</i>
		Jane Chipman, ZNE Alliance	<i>Unlocking the Potential of Public / Private Partnerships to Create Scalable and Sustainable DER Programs</i>

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Fri 8/17	Session 1 8:30 am - 10:00 am Tools and Tricks for More Effective Programs	Paul Torcellini, National Renewable Energy Laboratory	<i>Establishing Building Level Energy Goals in Procurement Documents: Lessons Learned from Pilot Utility and Portfolio Projects</i>
		Genaro Bugarin, The Energy Coalition	<i>Beyond the Audit: Making Efficiency Easy and Enticing by Addressing Project Procurement</i>
		Ethan Rogers, ACEEE	<i>Creating a New Online Marketplace for Efficiency Programs to Source and List Rebates for Application Dependent Energy-Efficient Products</i>
	Session 2 10:30 am - 12:00 pm Greater than the Sum of the Parts: Policies and MT Programs Working Together	Emily Levin, VEIC	<i>Getting from Here to There: How Efficiency Programs Can Go Beyond MWh Savings to Next-Generation Goals</i>
		Richard Yancey, Building Energy Exchange	<i>Turning Data into Action: Using Big Data to Drive Retrofits to Scale</i>
		Jenna Tatum, Innovation Network for Communities	<i>Building Electrification in Cities: A Market Transformation Initiative Led by Cities to Decarbonize Heating and Cooling Systems in Buildings</i>

		Poster with published papers in Panel 7	
See Panel 14 for schedule	POSTERS	Martin Poirier, Dunsky Energy Consulting	<i>Market Transformation of Electronic Thermostats for Baseboard Heating in the Residential Sector: From Vision to Reality</i>
		Joe Van Clock, Research Into Acion, Inc.	<i>Building a Foundation on Moving Ground: Five Easy Steps to a Market Transformation Baseline</i>
		Genevieve London, Stillwater Energy	<i>Building SEM into a Marketing Brand</i>
		Elaina Present, University of California, Berkeley	<i>Ceiling Fans in Commercial Buildings: Identifying Common Obstacles and Sharing Lessons Learned from Experience</i>
		Kiersten von Trapp, NMR Group, Inc.	<i>Buy All the Shiny Things: Understanding Consumers' Purchase Behavior in a Transforming Market</i>