## Panel 7: Market Transformation

In the face of rising energy costs and the disruptive impacts of natural hazards, cost-effective market transformation (MT) promises alternatives beyond the transactional approaches of traditional energy approaches. MT drives the removal of barriers and accelerates the adoption of high-value benefits, such as reliability, that are lasting and scalable. MT develops through a continuum of strategic engagement in a market, from technology innovation to developing voluntary market structures, and very often leads to policy and regulations that lock in that change. As we execute our market transformation logic and vision, we must consider the following:

- Which levers most effectively deliver market change and resulting benefits with speed and scale?
- What systemic changes are needed in technologies, practices, policies, etc., that will create opportunities for buildings to perform better in weather emergencies or outages?
- What are the interdisciplinary solutions that can leverage greater support and serve to achieve broader societal aims? (i.e., What partnerships or other approaches allow us to expand beyond traditional siloes in the work of energy efficiency and performance?)
- What barriers to affordability are inherent to the regulated utility industry or embedded within the markets we are attempting to transform, and what structural changes or disruptive solutions are needed?
- How do we measure and evaluate progress in a meaningful and persuasive manner at a reasonable cost when market transformation programs have limited end-use customer or site-specific data?

This panel seeks papers that help answer these questions, with an emphasis on direct experiences working toward steady market change in commercial and residential buildings (both domestically and internationally). This also includes the processes for manufacturing products that supply both residential and commercial construction and renovation.