



*Presenters:* [Jill Notini](#), *Association of Home Appliance Manufacturers*  
[Dee Zamora](#), *National Electrical Manufacturers Association*

*Description:* Utilities and other energy efficiency organizations have increasingly been trying to track market penetration of energy-efficient products as part of their efforts to evaluate market transformation programs. High-quality market penetration data are extremely useful to this end, but challenging to collect. Collaborating on tracking efforts is one way to address this challenge. Collaboration can enable organizations to realize efficiencies, reducing their data collection costs while often resulting in their obtaining better quality data than they might be able to collect on their own. One collaborative strategy that is currently under consideration is for utilities and other organizations to work together with trade organizations that routinely collect and report information from their members. In this session, two speakers from trade organizations will share their insights and the lessons they have learned about collecting and reporting information about market penetration from their members. Their presentations will include their organizations' perspectives on efficiency program needs for appliance market penetration data, and how their members view the market penetration tracking efforts that they themselves undertake.

*Discussion Topics:*

- Market penetration tracking by trade organizations: what's in it for their members?
- Constraints on data collection and impediments to the release of market penetration data by trade organizations.
- Potential drawbacks to trade organizations' tracking market penetration.
- Needs of utilities and other organizations tracking market penetration compared to needs of trade organizations.
- Potential synergies between trade organizations' and utilities' market penetration tracking efforts and needs.

*Working Session III*

*Tuesday, April 15*

*1:00 to 2:30 pm*

**E3: Sector-Based Market Transformation: Putting Research Into Practice**

*Facilitator:* [Sandy Smith](#), *American Council for an Energy-Efficient Economy*

*Presenters:* [Dave Hewitt](#), *Northwest Energy Efficiency Alliance*  
[Mimi Goldberg](#), *KEMA-XENERGY*

*Description:* This session will describe several recent experiences using research findings to develop and refine sector-based market transformation strategies. First, Dave Hewitt of the Northwest Alliance will discuss how its research into the specific market segments has resulted in new approaches designed to get additional energy savings. These approaches rely on customized marketing strategies and messages combined with technology and/or design approaches specific to the market segment. Dr. Mimi Goldberg will then describe research in Wisconsin conducted in parallel with program launch and

continuation. This research is being used to improve and potentially substantially modify existing programs.

*Discussion Topics:*

- How can efficiency programs use the new market research to improve resource acquisition programs?
- Where are the market leverage points to get additional energy savings?
- What research methods are best suited to each strategy?

*Working Session IV*

*Tuesday, April 15*

*2:45 to 4:15 pm*

**E4: Art vs. Science in Establishing Market Transformation Program Incentive Levels**

*Facilitator: Marc Hoffman, Consortium for Energy Efficiency*

*Presenters: Paul DeCotis, New York State Energy Research & Development Authority  
Elly Valas, North American Retail Dealers Association*

*Description:* Many energy efficiency program implementers use financial incentives to spur sales and purchase of energy-efficient equipment. While some data is available to determine efficiency levels and incremental cost (i.e., the “science”), there is no standard for determining the most appropriate dollar incentive, and different decisions have been made by implementers depending on their objectives for the programs they offer (i.e., the “art”). The sharing of information and discussion around this topic will be useful to organizations considering new incentive programs as well as those who are currently implementing programs offering incentives as a part of the program strategy. Speakers will explore the following topics:

- How, and for what purpose, do program sponsors’ use rebates and other financial incentives to spur program activity? How are financial incentives viewed by product and equipment manufacturers?
- Depending on the objective (e.g., launching new product, increasing market share, moving inventory, etc.), how are incentive levels set? Does the program’s objective influence the incentive level and should incentives be set differently for market transformation programs than for resource acquisition programs?
- How do you know if you have set the “right” incentive to meet your objective (too much, too little, just right)?

*Discussion Topics:*

What should energy efficiency program implementors consider when designing incentive programs in the future?