

2011 National Symposium on Market Transformation

Holistic Approaches to Market Transformation: Wisconsin's Homes Market

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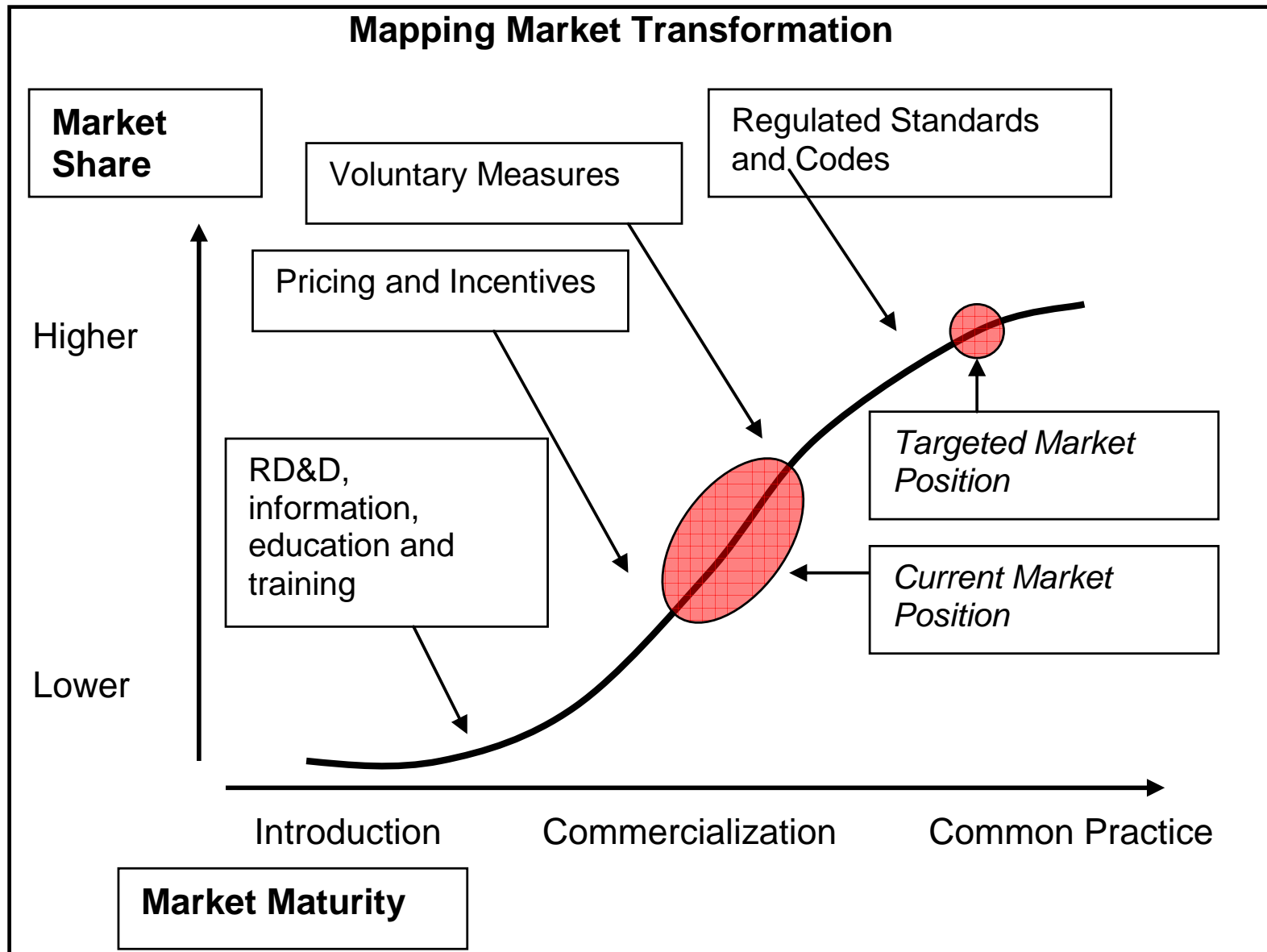
WECC's Mission

We champion innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses, and policy makers.

Overview

A field perspective on

- What is market transformation?
- What are the critical program elements?
- What are the limiting institutional barriers?



2008. Adapted by Andrew Pape-Salmon of the BC Ministry of Energy and Derrick Henriques, Henriques Consulting (formerly BC Hydro) from Natural Resources Canada Office of Energy Efficiency project conducted by Navigant

Wisconsin Focus on Energy Home Performance with Energy Star

What:

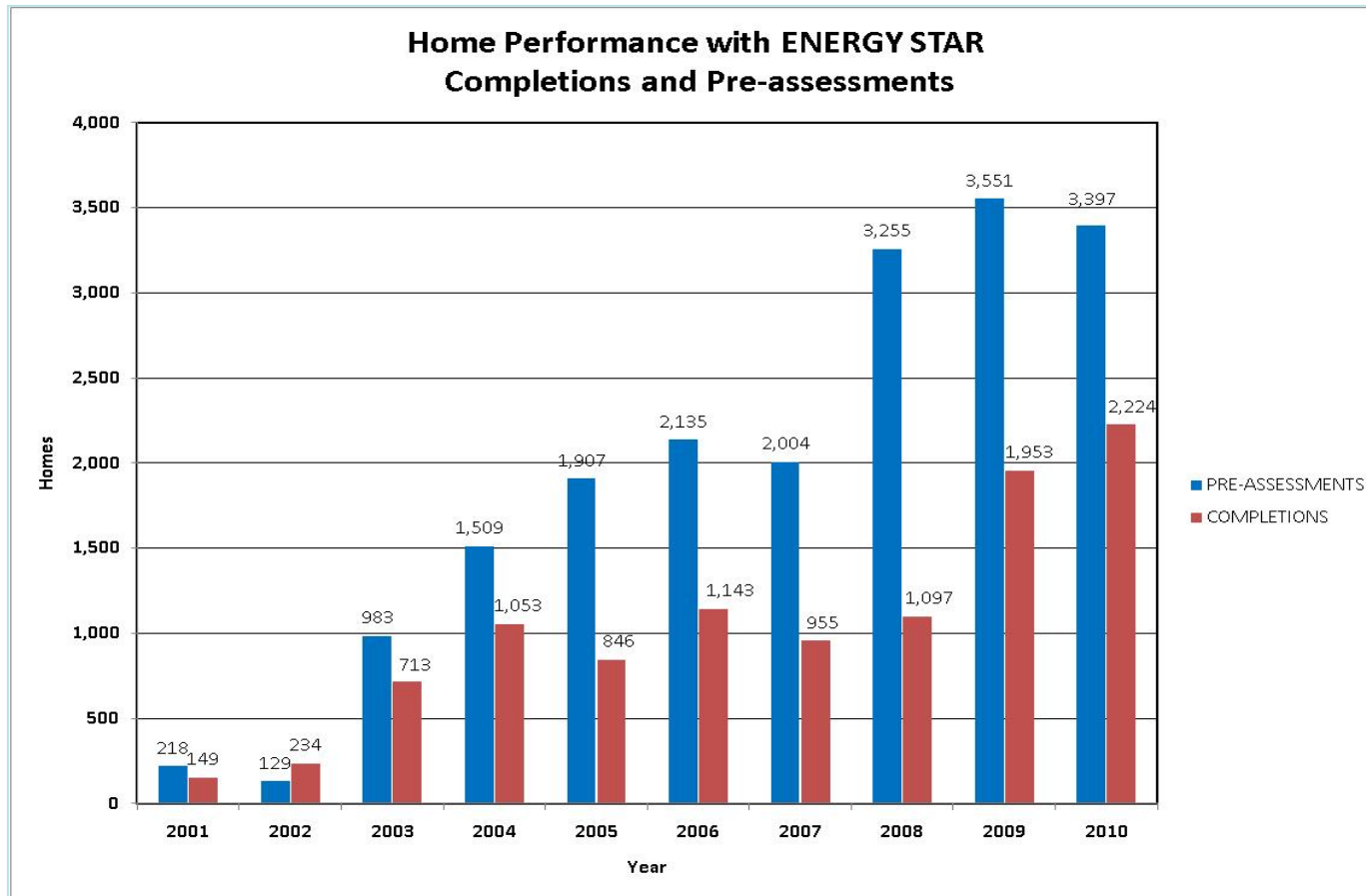
- Established in 2001 to:
 - Create a program with self-sustaining, trained, market-based providers.
 - Foster long-term market transformation.
 - Facilitate whole house improvements.
 - Protect homeowner's interests.

Wisconsin Focus on Energy Home Performance with Energy Star

Commercialization Achieved:

- Long standing commitment to MT strategy.
- Market development.
 - 74 active consultants (BPI/ ResNet certified).
 - Over 1700 contractors.
 - Continued growth in homeowner participation.

Homeowner Participation



Success Factors

- Long term commitment to the market.
- Market provider engagement.
- Ongoing training and quality assurance.

Barriers

- Lack of market data.
- Focus on individual measures.
- Separation between codes and standard development and market development programming.

Observations

- Successful market transformation starts with **knowing what we want.**
- Maintaining momentum requires a consistent investment in **market data.**
- Engaging **market providers** is key to driving sustainable change.

Discussion

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