

Disruptive Innovation and Market Transformation

2011 Market Transformation Symposium

Tactics and Strategies Track

Monday, 11 April 2011

What Is an “Emerging Technology”?

- Something I don’t know about
- Something others don’t know about
- Known, but not widely used or trusted
- Known and used but too expensive (or not approved by PUC)
- Like the Supreme Court defined pornography (*Jacobellis v. Ohio, 1964*)

Some Questions to Consider

- What are some ET programs success stories?
- What products are running out of “headroom” for improved efficiency and require new approaches?
- Is the existing technology pipeline adequate for the long-term?
 - How do ETs “graduate” to conventional DSM?
- What are the main barriers to including ETs? (in DSM programs, Energy STAR, tax incentives, etc.)
 - Testing/rating methods (part-load, DR, behavior, etc.)
 - Cost and reliability; other [perceived] risks
 - Limited number of suppliers
 - Marketing , installation, maintenance/repair infrastructure
 - Competition with established DSM measures

Introduction of Panelists

- Harvey Sachs - Senior Fellow, Buildings, ACEEE
- Nitish Singh - Director of Marketing, Rheem
- Chris Stone - Director of US Programs, CLASP

- Jeff Harris, ASE (Moderator)