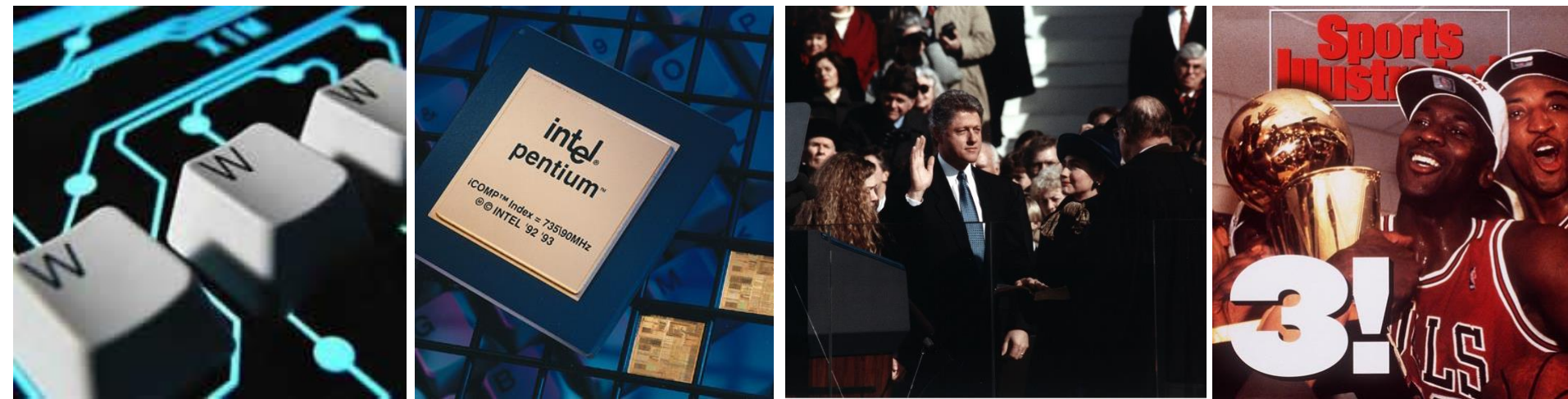


**20 Years Of Market Transformation:**  
*Bridging the Gap between Theory and Practice*

National Symposium on MT  
Amy Cortese, Senior Program Manager  
March 2013

# 20 Years Ago....



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## ‘Market Transformation’ in Energy Efficiency

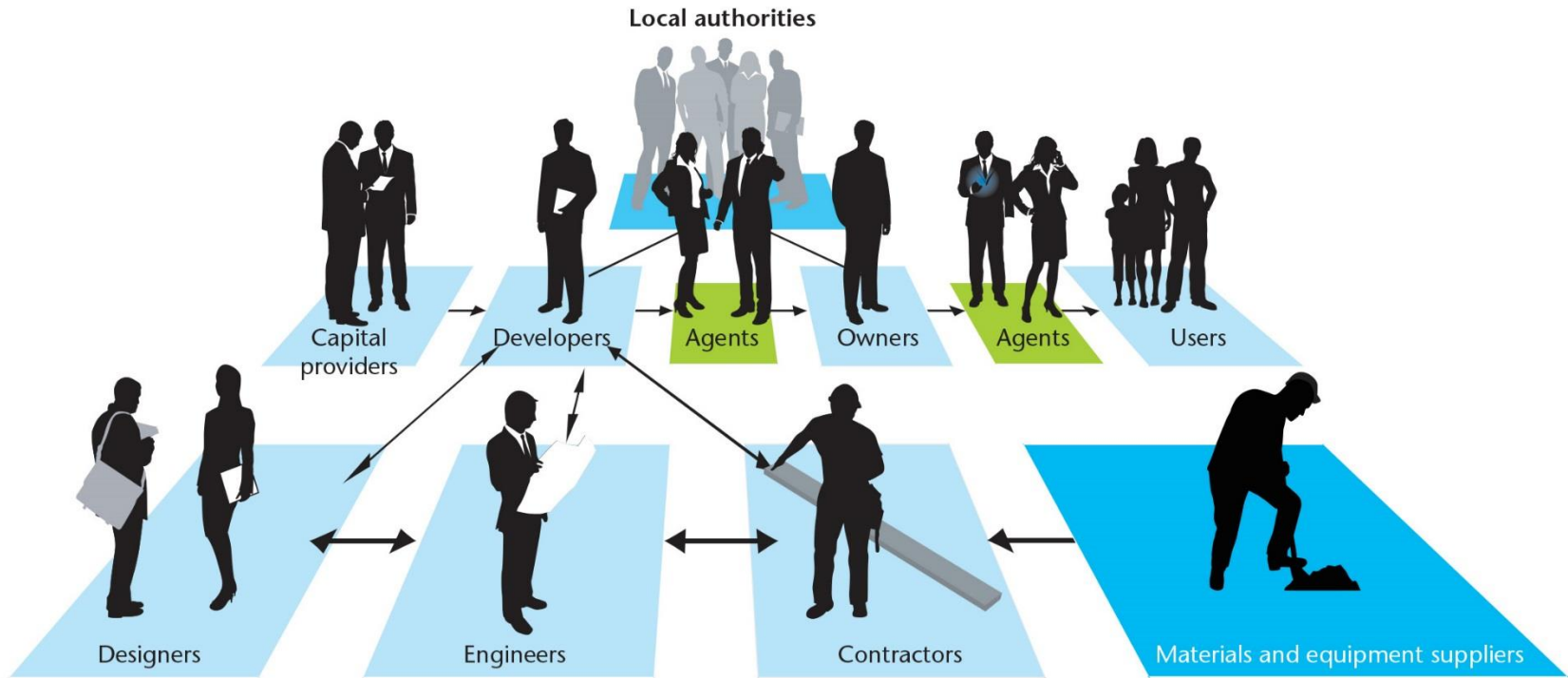
# ACEEE Definition of MT

*Market Transformation* is the strategic process of intervening in a market to create lasting change in market behavior by removing identified barriers or exploiting opportunities to accelerate the adoption of all cost-effective energy efficiency as a matter of standard practice.

# Early MT programs



# Complicated, Dynamic Markets



# Panelists

- Susan Stratton, Northwest Energy Efficiency Alliance
- Phil Welker, PECEI
- Pricilla Richards, NYSERDA