



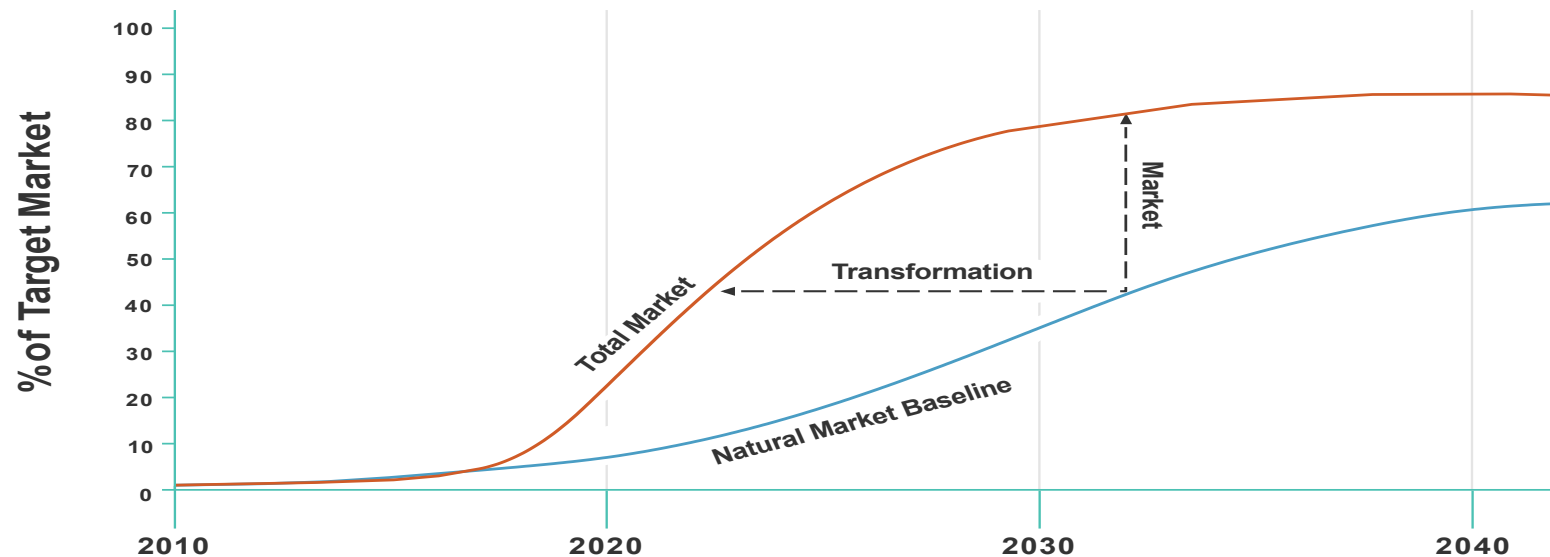
Energy Efficiency & Market Transformation

Panel moderator – Margie Gardner, Resource Innovations

2019 ACEEE National Conference on Energy Efficiency as a Resource

Definition of Market Transformation

- Market Transformation (MT) is the **strategic process** of intervening in a **market** to create **lasting change** that results in the accelerated adoption of energy efficient products, services, and practices





**Market Transformation serves as a
“Theory Umbrella” for Multiple Activities**

**Emerging
Technology**

Pilots & prep
(e.g., spec development)

**Market
research**

Implementation
*(including supply chain/
customer incentives,
marketing, training,
strategic partnerships, etc.)*

**Codes &
standards**

Activities can be funded from multiple budgets within a utility

MW MT Collaborative

Working together, MW Utilities can leverage resources, expand market impacts, and share costs

- The MW MT Collaborative provides a utility forum to:
 - Develop MT practices and methods
 - Develop MT initiatives (products & services)
 - Facilitate the pooling of resources to implement MT initiatives

But wait! There's more!

- North American Gas Collaborative is also forming

– Early Commitments

Nicor Gas

NW Natural

Enbridge Gas

Fortis BC

Detroit Edison (DTE)

SoCalGas

New Jersey Gas

Spire

National Fuel

MW MT Collaborative: Participating Utilities

Committed Utilities	Undecided
Nicor Gas	Xcel Energy
ComEd	Consumers Energy
Peoples Gas and Northshore Gas	
Ameren IL	
Detroit Edison (DTE)	