

Panel 7: Market Transformation

Will the real market transformation please stand up? The central tenant of market transformation is affecting a sustained market change through interventions that remove market barriers or exploit market opportunities to increase adoption of a product or service. Success is measured in terms of fundamental market change using market progress indicators. This panel will focus on designs, implementations, evaluations, and market transformation programs that were structured in this way and designed to fundamentally shift the market. Questions to consider: did these programs lead to market change that carried on after interventions were discontinued? Did they have the potential of leading to a code or standard to lock in the market changes?

Specific experiences working toward barrier removal, use of market opportunities, and resulting sustained market transformation - either domestically or globally will be discussed. In addition, this panel will review efforts that didn't meet goals, recommendations on different approaches to interventions and evaluation, and suggestions for others who are pursuing true market transformation.