

**PANEL 7: MARKET TRANSFORMATION**  
**(Meeting Room: Heather)**  
**Panel Leaders: Mark Rehley and Carolyn Szum**

<b>MONDAY, AUGUST 22</b>	<b>SESSION 1 (8:30 am - 10:00 am) - SESSION TO BE BROADCASTED</b>	<b>TUESDAY, AUGUST 23</b>	<b>SESSION 1 (8:30 am - 10:00 am)</b>
	<b>Regional Approaches to Market Transformation</b>		<b>Diversity, Equity, Inclusion in Market Transformation</b>
	<i>Making Market Transformation Mainstream in Illinois</i>  Jim Fay, ComEd		<i>Equity in Solar – Using Geospatial and Survey Data to Assess Performance and Identify Opportunities</i>  Daniel Bausch, APPRISE Incorporated
	<i>Aligning California’s Market Support and Market Transformation Programs</i>  Cody Coeckelenbergh, ICF		<i>Look in the Mirror, then Move Forward: Improving the Diversity Equity and Inclusion of the Energy Efficiency Industry</i>  Quinn Parker, Encolor Consulting
	<i>The Other Meta - How the Minnesota Efficiency Technology Accelerator will Advance Market Transformation</i>  Carl Nelson, Center for Energy and Environment		<i>Addressing Multifamily Hesitance to Participation in Energy Efficiency Programs</i>  Elizabeth Kelley, ILLUME Advising
	<b>SESSION 2 (10:30 am - 12:00 pm)</b>		<b>SESSION 2 (10:30 am - 12:00 pm)</b>
	<b>International Examples of Market Transformation</b>		<b>Next Generation Approaches to Market Transformation</b>
<i>Pulling Out All the Stops: Gas Utilities Poised for Best-in-Class Bi-National Market Transformation</i>  Jim Jerozal, North American Gas Heat Pump Collaborative	<i>TECH Clean California’s Heat Pump Market Transformative Approach: Lessons Learned from Year 1</i>  Teddy Kisch, Energy Solutions		
<i>Pump Up the (Heat Pump) Volume! Why Supply Chain Strategies are Critical to Heating Technologies Market Transformation</i>  Presented by: Stephanie Breton, Dunsky Energy + Climate Advisors (Lead Author: Patricia Lightburn, Dunsky Energy + Climate Advisors)	<i>Contech to Accelerate Cleantech: Seeding Emerging Innovation Programs for Construction Productivity and Energy Efficiency Integration</i>  Presented by: Shanti Pless, National Renewable Energy Laboratory (Lead Author: Ankur Podder, National Renewable Energy Laboratory)		
<i>Getting to Zero: The Critical Role of Efficiency</i>  Philippe Dunsky, Dunsky Energy + Climate Advisors	<i>How Ameren IL is Leveraging MT to Accelerate Adoption of Luminaire Level Lighting Controls</i>  Presented by: Michael Pittman, Ameren (Lead Author: Rita Siong, Resource Innovations)		

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<b>WEDNESDAY, AUGUST 24</b>	<b>SESSION 1 (8:30 am - 10:00 am)</b>	<b>THURSDAY, AUGUST 25</b>	<b>SESSION 1 (8:30 am - 10:00 am)</b>
	<b>System Approaches in Market Transformation</b>		<b>Envelopes and Windows - Market Transformation in Building Envelopes</b>
	<i>Industry and Utility Collaboration to Change Midstream Behavior to Increase the Availability and Adoption of Highly Efficient Pumps</i>		<i>The Launch of the Partnership for Advanced Window Solutions: Give the People What They Want, Windows!</i>
	<i>Christopher Sullivan-Trainor, Consortium for Energy Efficiency</i>		<i>Robert Hart, Lawrence Berkeley National Laboratory &amp; Elaine Miller, NEEA</i>
	<i>Commercial Building Sensors and Controls: Cost Stack and Adoption Barriers</i>		<i>Shell Upgrades: The First Step for Deep Retrofits</i>
	<i>Kim Trenbath, National Renewable Energy Laboratory</i>		<i>Dulane Moran, Cadeo Group</i>
	<i>Strategic Energy Management and Metrics for Market Transformation</i>		<i>Insulation for the Future: Circular Stone Wool</i> <i>(no paper)</i>
<i>William Miller, Lawrence Berkeley National Laboratory</i>	<i>Alejandra Nieto, ROCKWOOL Group</i>		
<b>SESSION 2 (10:30 am - 12:00 pm)</b>	<b>SESSION 2 (10:30 am - 12:00 pm)</b>		<b>SESSION 2 (10:30 am - 12:00 pm)</b>
<b>Appliances Standards and Test Procedures, Levers in Market Transformation</b>	<b>Building Energy Code Innovations</b>		<b>Building Energy Code Innovations</b>
<i>The Missing Piece: How Test Procedures Enable Market Transformation</i>	<i>Industrial Buy-in for Embodied Carbon Building Codes</i>		<i>Industrial Buy-in for Embodied Carbon Building Codes</i>
<i>Rebecca Hovey, Cadeo Group</i>	<i>Pavitra Srinivasan, ACEEE</i>		<i>Pavitra Srinivasan, ACEEE</i>
<i>Getting the Most Out of State Standards</i>	<i>Using Programs in Tandem with Codes and Standards to Transform Markets at Speed and Scale</i>		<i>Using Programs in Tandem with Codes and Standards to Transform Markets at Speed and Scale</i>
<i>Claire Miziolek, Energy Solutions</i>	<i>Nicole Dunbar, Northwest Energy Efficiency Alliance</i>		<i>Nicole Dunbar, Northwest Energy Efficiency Alliance</i>
<i>A Roadmap to Achieve Equitable Access to Efficient Home Appliances</i>	<i>Building Performance Standards to Drive Market Transformation</i>		<i>Building Performance Standards to Drive Market Transformation</i>
<i>Marti Frank, Efficiency for Everyone</i>	<i>Véronique Bugnion, ClearlyEnergy, Inc.</i>		<i>Véronique Bugnion, ClearlyEnergy, Inc.</i>

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<b>FRIDAY, AUGUST 26</b>	<b>SESSION 1 (8:30 am - 10:00 am)</b>
	<b>Market Transformation as a Path to Decarbonization</b>
	<i>System Efficiency Policy: The Next Level of Energy Savings</i> Hans-Paul Siderius, Netherlands Enterprise Agency
	<i>The Powerful and Hidden Role Natural Gas Can Play in Decarbonization</i> Allen Dusault, Franklin Energy
	<i>Policy Onramps: Using Passive House to Accelerate Building Decarbonization</i> Bronwyn Barry, The Passive House Network
	<b>SESSION 2 (10:30 am - 12:00 pm)</b>
	<b>Building the Next Generation Workforce to Support Market Transformation</b>
	<i>Building the Next Generation: The 20-Year Evolution of the U.S. DOE Solar Decathlon from a Collegiate Prize to Multi-faceted Clean Energy Workforce Platform</i> Holly Carr, U.S. Department of Energy
	<i>Transforming Energy Assistance through Innovative Partnerships</i> Presented by: Bethany Kitch, Tennessee Valley Authority (Lead Author: Frank Rapley, Tennessee Valley Authority)
	<i>Equitable and Actionable Clean Energy Workforce Development Toolkit</i> Laura Giannini, TRC