

## Panel 7: Market Transformation (Room: KILN)

**PANEL LEADERS: Ryan Brown, Northwest Energy Efficiency Alliance and Stacey Hobart, CaIMTA**

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Mon 8/5	<b>Session 1</b> <b>8:30 - 10:00 am</b>  Supercharging Market Change with Leveraged Federal Dollars	<i>Tracking, Reporting, and Maximizing the Flow of Benefits from Deployment Activities to Disadvantaged Communities and Disinvested Buildings</i>	Kasey Johnston, Pacific Northwest National Laboratory
		<i>Indoor Air Quality Protection Pathways for Health, Climate, Equity and Economic Benefits.</i>	Nina Prescott, RMI
		<i>Planning to Capture the Transformative Potential of Government Investment</i>	Dulane Moran, Cadeo
	<b>Session 2</b> <b>10:30 am - 12:00 pm</b>  Envisioning the Future: The Market Transformation We Need	<i>The Future of Market Transformation</i>	Jeff Harris, Northwest Energy Efficiency Alliance
		<i>Transforming Market Transformation</i>	Carol Yin, Yinsight
		<i>Discussion: Envisioning the Future: The Market Transformation We Need (no paper)</i>	Jeff Mitchell, NEEA
			Carl Nelson, Center for Energy and Environment
Tues 8/6	<b>Session 1</b> <b>8:30 - 10:00 am</b>  Infusing Equity in Transformational Program Design	<i>Advancing Equity in Energy Efficiency Financing: A Roadmap and Case Studies</i>	Emily Slusser, U.S. Department of Energy
		<i>An equity lens for market transformation: Delivering ESJ benefits at scale through an integrated program design approach</i>	Rachel Good, CaIMTA
		<i>Transformational Equity - shifting power with people-centered programs</i>	Quinn Parker, Encolor
	<b>Session 2</b> <b>10:30 am - 12:00 pm</b>  Driving Investment and Improving Value for Home Efficiency	<i>A Lender's Journey into Green Home Renovations</i>	Linda Cheung, Roc Capital
		<i>Follow the Money to Create Durable Demand for Home Energy Upgrades: Case Studies in State &amp; Local Government Actions</i>	Madeline Salzman, Earth Advantage
		<i>States of mind: How decision-making patterns can influence uptake of residential heat pumps and enclosure upgrades</i>	Tracy Fuentes, Pacific Northwest National Laboratory

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DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Wed 8/7	<b>Session 1</b> <b>8:30 - 10:00 am</b>  Mission Critical: Neutralizing Embodied Carbon	<i>Picking up the PACE: How Embodied Carbon and C-PACE are advancing the Decarbonization Roadmap</i>	Genevieve Sherman, Nuveen Green Capital
		<i>Coining the Carbon: Can California Commercialize (Embodied) Carbon?</i>	Christopher Uraine, Energy Solutions
		<i>A Proposed Evaluation Framework for New and Emerging Low-Embodied-Carbon Concrete Technologies</i>	Pavitra Srinivasan, ACEEE
	<b>Session 2</b> <b>10:30 am - 12:00 pm</b>  Meeting the Moment: Decarbonization at Scale	<i>The Sufficiency Imperative – why deep energy conservation is needed to achieve climate and equity targets and how it might be achieved</i>	Max Wei, Lawrence Berkeley National Laboratory
		<i>Scaling Decarbonization Development Innovation with Emerging Community-Based Developers</i>	Shanti Pless, National Renewable Energy Laboratory
		<i>Market Transformation in the Zero-Emission Era: New Policy Roles for Emission Standards, Codes, and Incentives</i>	Jim Dennison, Sierra Club
Thurs 8/8	<b>Session 1</b> <b>8:30 - 10:00 am</b>  Are Heat Pumps the Electrification Panacea?	<i>Transforming Residential Space Heating to the Point that Heat Pumps Predominate: A Review of State Efforts</i>	Steven Nadel, ACEEE
		<i>The Great Thaw: Unfreezing Potential with Minnesota’s ASHP Contractor Training</i>	Rabi Vandergon, Center for Energy and Environment
		<i>Refrigerants, taking the chill out of heat pumps</i>	Brad Hoover, DNV
	<b>Session 2</b> <b>10:30 am - 12:00 pm</b>  The BPS Pathway to Existing Building Transformation	<i>Building Performance Standards: A New Paradigm for Building Retrofits</i>	Veronique Bugnion, ClearlyEnergy
		<i>How to Design and Implement an Equitable Building Performance Standard: Lessons from the Building Performance Standards Technical Assistance Network</i>	Billierae Engelman, US Department of Energy
		<i>The Invisible Elephant: Building Level Data from Utilities</i>	Colleen Morris, Calico Energy

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DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Fri 8/9	<b>Session 1</b> <b>8:30 - 10:00 am</b>  Transforming to Net Zero Building Stock	<i>Financing towards a net-zero buildings stock - a European initiative with global reach</i>	Maike Marz, Guidehouse
		<i>Net Zero for All: The Built Environment's Role in a Just Transition to Zero</i>	Marta Schantz, Urban Land Insitute
		<i>Market Forming and De-Risking for Building Technology Startups</i>	Yashima Jain, Lawrence Berkeley National Laboratory
	<b>Session 2</b> <b>10:30 am - 12:00 pm</b>  Reports from the Field: Winning Market Transformation	<i>Reality TV: How a new test procedure and efficiency metrics led to a new US federal test method and industry standards that could save the equivalent energy of 50 coal-fired power plants around the world.</i>	Wendy Preiser, NEEA
		<i>Potential Impacts of Using Off-site Construction for Multifamily and Public Housing</i>	John Gossman, Midwest Energy Efficiency Alliance
		<i>Market Transformation Success Story: From Initial Specification to Federal Standards for Heat Pump Water Heaters</i>	Meg Waltner, Energy 350