## Panel 7: Market Transformation

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

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<tr>
<th>DATE</th>
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<th>LEAD AUTHOR, ORGANIZATION</th>
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<tbody>
<tr>
<td>Mon 8/5</td>
<td>Session 1 8:30 - 10:00 am</td>
<td>Tracking, Reporting, and Maximizing the Flow of Benefits from Deployment Activities to Disadvantaged Communities and Disinvested Buildings</td>
<td>Kate Hickcox, Pacific Northwest National Laboratory</td>
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<td>Indoor Air Quality Protection Pathways for Health, Climate, Equity and Economic Benefits.</td>
<td>Nina Prescott, RMI</td>
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<td>Planning to Capture the Transformative Potential of Government Investment</td>
<td>Dulane Moran, Cadeo</td>
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<td>Session 2 10:30 am - 12:00 pm</td>
<td>Message from the Future: Equitable Building Decarbonization by 2050 Will Require Systemic Change and a Lot More Money</td>
<td>Poppy Storm, 2050 Institute</td>
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<td>The Future of Market Transformation</td>
<td>Jeff Harris, Northwest Energy Efficiency Alliance</td>
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<td>Transforming Market Transformation</td>
<td>Carol Yin, Southern California Edison</td>
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<tr>
<td>Tues 8/6</td>
<td>Session 1 8:30 - 10:00 am</td>
<td>Advancing Equity in Energy Efficiency Financing: A Roadmap and Case Studies</td>
<td>Emily Slusser, U.S. Department of Energy</td>
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<td>An equity lens for market transformation: Delivering ESJ benefits at scale through an integrated program design approach</td>
<td>Rachel Good, CalMTA</td>
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<td>Transformational Equity - shifting power with people-centered programs</td>
<td>Jenna Bagnall, Encolor</td>
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<td>Session 2 10:30 am - 12:00 pm</td>
<td>A Lender’s Journey into Green Home Renovations</td>
<td>Linda Cheung, Roc Capital</td>
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<td>Follow the Money to Create Durable Demand for Home Energy Upgrades: Case Studies in State &amp; Local Government Actions</td>
<td>Madeline Salzman, Earth Advantage</td>
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<td>States of mind: How decision-making patterns can influence uptake of residential heat pumps and enclosure upgrades</td>
<td>Kieren McCord, Pacific Northwest National Laboratory</td>
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<tr>
<td>Wed 8/7</td>
<td><strong>Session 1</strong> 8:30 - 10:00 am</td>
<td><em>Picking up the PACE: How Embodied Carbon and C-PACE are advancing the Decarbonization Roadmap</em></td>
<td>Genevieve Sherman, Nuveen Green Capital</td>
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<td><em>Coining the Carbon: Can California Commercialize (Embodied) Carbon?</em></td>
<td>Christopher Uraine, Energy Solutions</td>
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<td><em>A Proposed Evaluation Framework for New and Emerging Low-Embodied-Carbon Concrete Technologies</em></td>
<td>Pavitra Srinivasan, ACEEE</td>
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<td><strong>Session 2</strong> 10:30 am - 12:00 pm</td>
<td><em>The Sufficiency Imperative – why deep energy conservation is needed to achieve climate and equity targets and how it might be achieved</em></td>
<td>Max Wei, Lawrence Berkeley National Laboratory</td>
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<td><em>Scaling Decarbonization Development Innovation with Emerging Community-Based Developers</em></td>
<td>Shanti Pless, National Renewable Energy Laboratory</td>
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<td>Thurs 8/8</td>
<td><strong>Session 1</strong> 8:30 - 10:00 am</td>
<td><em>Transforming Residential Space Heating to the Point that Heat Pumps Predominate: A Review of State Efforts</em></td>
<td>Steven Nadel, ACEEE</td>
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<td><em>The Great Thaw: Unfreezing Potential with Minnesota’s ASHP Contractor Training</em></td>
<td>Rabi Vandergon, Center for Energy and Environment</td>
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<td><em>Refrigerants, taking the chill out of heat pumps</em></td>
<td>Brad Hoover, DNV</td>
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<td><strong>Session 2</strong> 10:30 am - 12:00 pm</td>
<td><em>Building Performance Standards: A New Paradigm for Building Retrofits</em></td>
<td>Veronique Bugnion, ClearlyEnergy</td>
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<td><em>The Invisible Elephant: Building Level Data from Utilities</em></td>
<td>Colleen Morris, Calico Energy</td>
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| Fri 8/9 | **Session 1**  
8:30 - 10:00 am | Financing towards a net-zero buildings stock - a European initiative with global reach | Maike Marz, Guidehouse |
| | | Net Zero for All: The Built Environment’s Role in a Just Transition to Zero | August Williams-Eynon, Urban Land Institute |
| | | Market Forming and De-Risking for Building Technology Startups | Yashima Jain, Lawrence Berkeley National Laboratory |
| Fri 8/9 | **Session 2**  
10:30 am - 12:00 pm | 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. | Wendy Preiser, Pacific Crest Labs |
| | | Potential Impacts of Using Off-site Construction for Multifamily and Public Housing | Alison Lindburg, Midwest Energy Efficiency Alliance |