

PANEL 7: Market Transformation

The United States and other countries are setting aggressive and clear goals to mitigate climate change. With market transformation as a continuum from product or technology innovation to market structure and engagement to mandatory regulations, we must consider the following:

- Which lever(s) will move us toward our goals the fastest?
- What are the risks or unintended consequences of favoring one lever over another (e.g., mandatory regulation versus voluntary engagement)?
- How do we ensure equitable outcomes in market transformation?

This panel seeks papers that help answer these questions, with an emphasis on direct experiences working toward sustained market change at speed and scale in commercial and residential buildings (both domestically and internationally).