

## **PANEL 7: Market Transformation**

As catastrophic climate events are becoming more common place and the urgency around climate action increases, many policymakers are setting aggressive and clear goals to mitigate impacts. It is also clear that the most severe negative impacts are being felt by those who can least afford it and are already marginalized in society and the energy system. The change needed is true and deep transformation of markets and systems to catalyze the most efficient energy uses of energy and establish pathways to a sustainable future that is shared by all. Market transformation promises marketwide changes that will advance these goals. This strategy goes beyond transactional approaches to drive removal of barriers and accelerate adoption of high value efficiency that is lasting and at scale. Through a continuum of strategic engagement in a market from technology innovation, to developing voluntary market structures, and very often leading to policy and regulations that lock in that change. As we execute our market transformation logic and vision, we must consider the following:

- Which lever(s) move us toward our goals at a pace that matches the urgency for action?
- Where are there risks of bias when engaging in market transformation that lead to inequitable outcomes and how can those be mitigated?
- What are the inter-disciplinary solutions, those that sit at the intersection of a clean energy future and other societal goals, that can leverage greater support and serve to achieve broader societal aims? (i.e., What partnerships or other approaches allow us to expand beyond traditional siloes in the work of efficiency?)
- How can market transformation investment realize benefits beyond those traditionally delivered to end users and/or building owners? (Such as workforce development, grid interactivity, or other work upstream in the supply chain)
- What barriers to energy justice are inherent to the regulated utility industry or embedded within the markets we are attempting to transformation and what structural changes or disruptive solutions are needed?
- How do we measure and evaluate progress in a meaningful and persuasive manner at a reasonable cost when market transformation programs have limited end use customer or site-specific data? 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). This also includes the processes for manufacturing products that supply both residential and commercial construction and renovation.