

2012 BECC Conference: Poster Presenter Abstracts

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Push Me– Pull You – Fostering Emerging Technology Innovation to Move the Energy Efficiency Market

Utility programs require new technologies, approaches and practices to achieve ambitious energy savings goals developed through state policy. However, understanding when to intervene in the market, identifying market players well positioned to support goals, and determining intervention points that deliver innovative products, require an understanding of inter-organizational strategies that foster both the supply of and demand for these technologies. How can market players support the next generation of technologies and their acceptance into existing energy efficiency programs to meet policy objectives? Research, development, demonstration and deployment of emerging technologies is one of several tactics towards achieving deep energy savings in the long-term. This presentation will provide policymakers with a framework towards achieving the ambitious long-term energy savings goals through technology development innovation. The presentation will fill a critical gap in industry knowledge regarding enabling both market supply and demand by identifying tactics that provide a high degree of support within the technology development continuum and beyond, as well as describing entities positioned to move markets. Through research efforts in California, we have identified tactics and market players well positioned to support increasing the availability of and demand for advanced energy efficiency technologies. An expert panel approach, as well as a social network analysis, determined needs at a tactical level to support goals, what occurs in the market, and gaps by end-use product markets. As a result, the presentation will describe intervention points for market actors and prospects for inter-organizational collaboration to implement tactics in support of market push and pull.