

Lenge Enoch, Eversource

Title: Seeing the Light: Transforming the Adoption of Triple Pane Windows

Abstract: This presentation will discuss how a market was transformed to make the adoption of high performance, triple pane windows an easy choice for retrofit multifamily housing projects in Connecticut. Learn how Eversource (Energize CT) and their trade allies strategically discovered the opportunity, broke down the barriers for market penetration and scaling up, and then implemented hundreds of window projects in Connecticut resulting in sustained energy savings for the lifetime of these high performance, triple pane windows. Much resistance and doubt had to be overcome to influence the market to think differently. You will hear as to how Eversource (Energize CT) overcame these obstacles to design and implement an offering which has resulted in over 20,000 high performance triple pane windows installed over a four-year period in Connecticut. The presentation will go into depth on the main drivers of this market transformation, such as how Eversource (Energize CT) formed key relationships with manufacturers, housing financing agencies, architects, installation contractors, and multifamily property owners. The lessons learned is that other states can implement this type of model to help them meet their energy savings goals and transform the window market that has a tremendous impact on our building stock all through world.