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**Title:** Breaking the mold - collaborating with implementation partners to build scalable programs that reach new customers

**Abstract:** Historically, utilities and government agencies have approached Demand Side Management from a market transformation lens: by supporting the introduction of new technologies primarily through rebates. Rebate programs are typically designed by the utility or government and released into the market for retailers to deliver. This approach has proven easily scalable and very successful in driving savings through the normalization of the use of energy efficient products. In the last few years, the industry has become more complex, there has been an increasing need to increase the yield of energy savings from existing buildings through deeper retrofits this outcome requires understanding the market, owner and resident motivations and lifestyle, as well as the specific opportunities within each building. Scalability becomes a huge challenge as the need to deliver bespoke solutions on a building by building case increases and the need to engage hard to reach communities becomes more apparent. The historical approach of silo'ing the program design from delivery effectively handcuffs innovation in the energy efficiency industry. Program delivery agents become just that, agents delivering pre-designed programs with no ability to innovate to increase efficacy or provide further cost savings opportunities. In this session, we will explore and compare unique experiences as we share with attendees the story of how Energy Efficiency Alberta (EEA) broke the mold with two of the most innovative programs in the market today: Empower Me and Home Energy Rebates by challenging and collaborating with two implementation partners to design scalable programs based on real world experience that not only deliver energy savings, but also maximize innovation, technology, energy savings, and cost effectiveness. The result? Two programs that have delivered meaningful and quantifiable savings for EEA while also making significant inroads in engaging hard to reach customers and the home renovation market.