

Lessons Learned in Market Transformation

Cliff Majersik
Executive Director
Institute for Market Transformation
www.imt.org

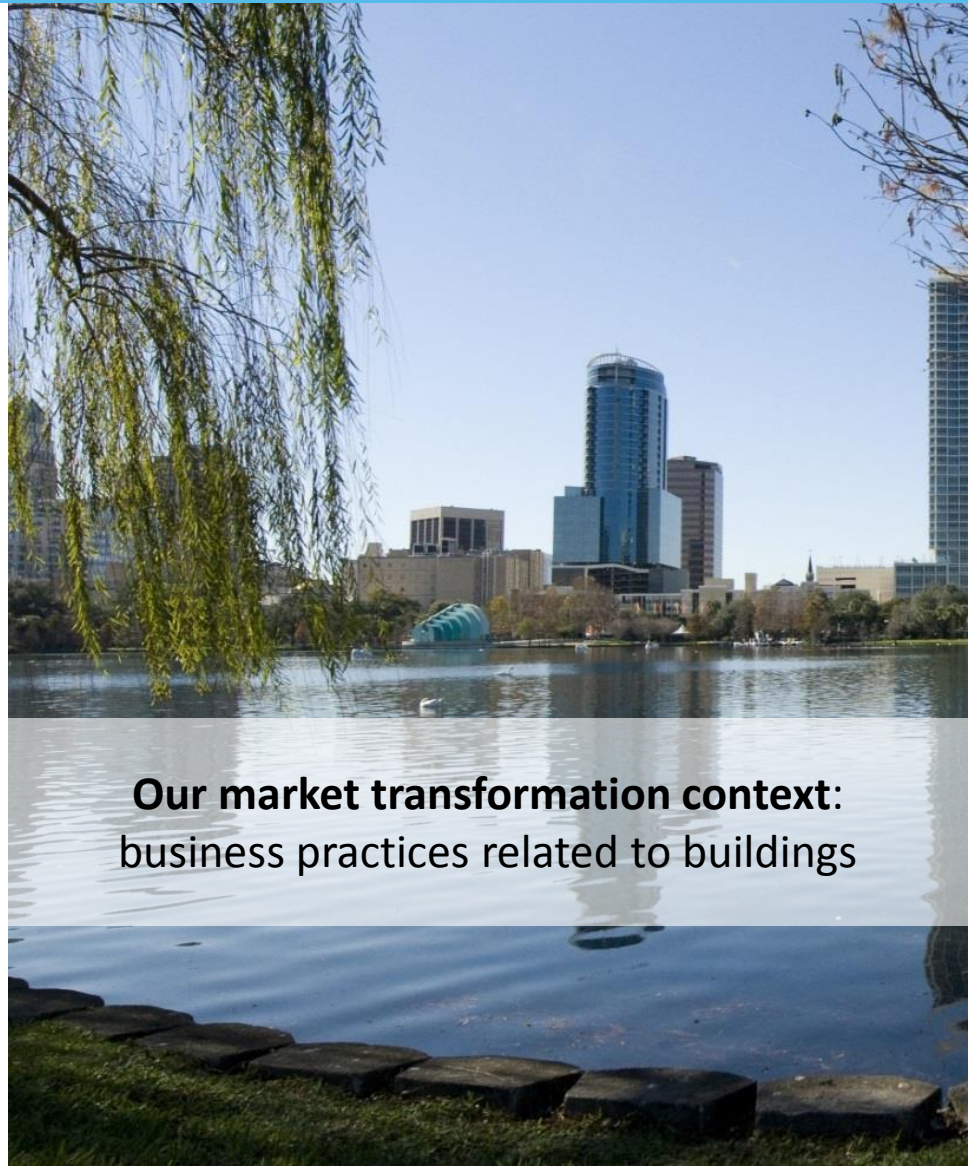
April 26, 2016



The Institute for Market Transformation (IMT)

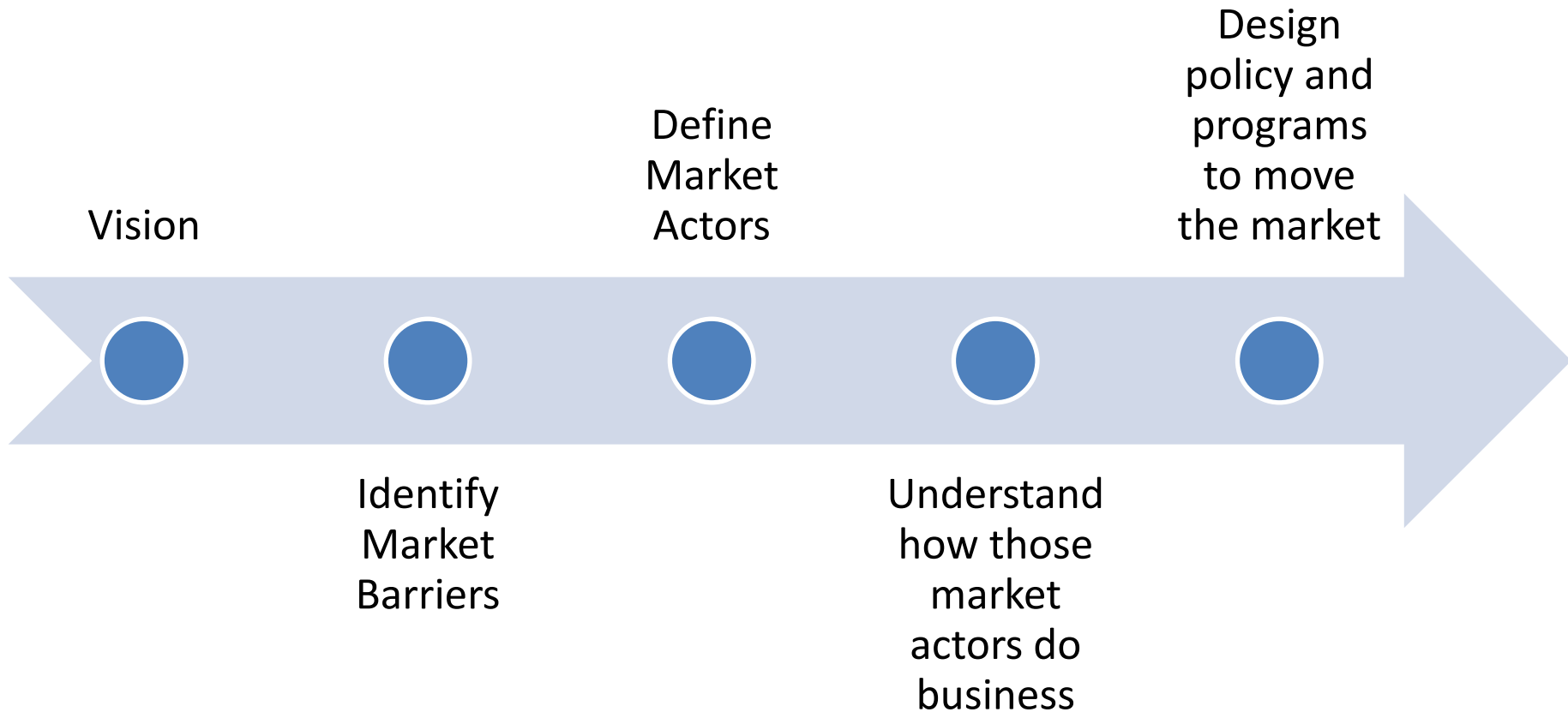
Our Vision

A future in which the social, environmental, and economic value of energy efficiency is realized and all buildings are highly efficient.



Our market transformation context:
business practices related to buildings

Market Transformation Program Development



Start with the End: a Vision for Illinois Buildings

All Illinois buildings are energy efficient and actively managing their energy usage



Identify Market Barriers Related to Buildings

Barrier

Informational *Lack of transparency around efficiency*

Institutional *Energy efficiency is undervalued*

Transactional *Split incentives*

Organizational *Information doesn't flow within company or process*

Inertia

Technological

Define Market Actors & Influencers

Owners/Operators



Tenants



Construction/Design



Property Managers



Investors/Lenders



Appraisers



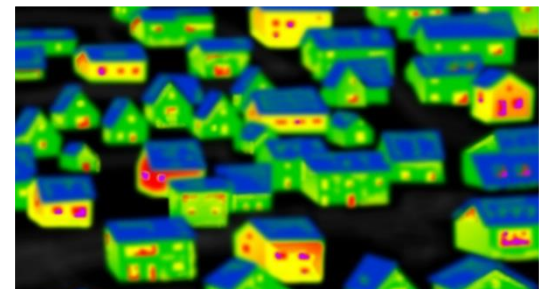
Brokers



Utilities



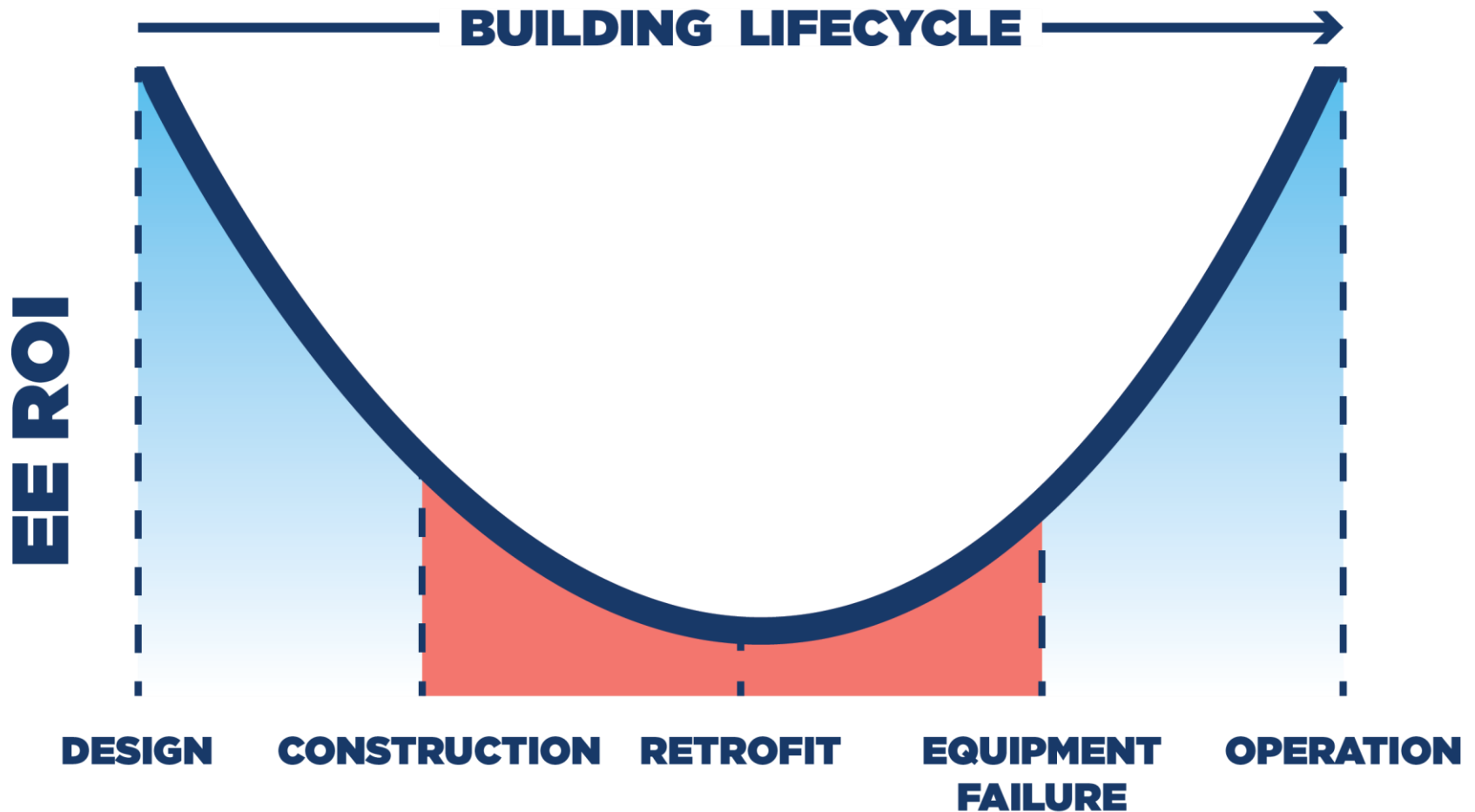
EE Implementers



Meet the Market Where They Are



Lessons Learned: Design for Impact



Policy & Program Solutions

Barrier	Policies and programs to address the barrier
Informational	Benchmarking and transparency Industry education (construction, design)
Institutional	Appraisers valuation of efficiency Industry education (lenders)
Transactional	Energy-aligned leasing Industry education (brokers)
Organizational	Energy management systems Code compliance
Inertia	Retrofit accelerator Audit/RCx law mandatory building performance improvement
Technological	(addressed by Steve)

Lessons Learned: Take Holistic view of Additionality



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cliff@imt.org



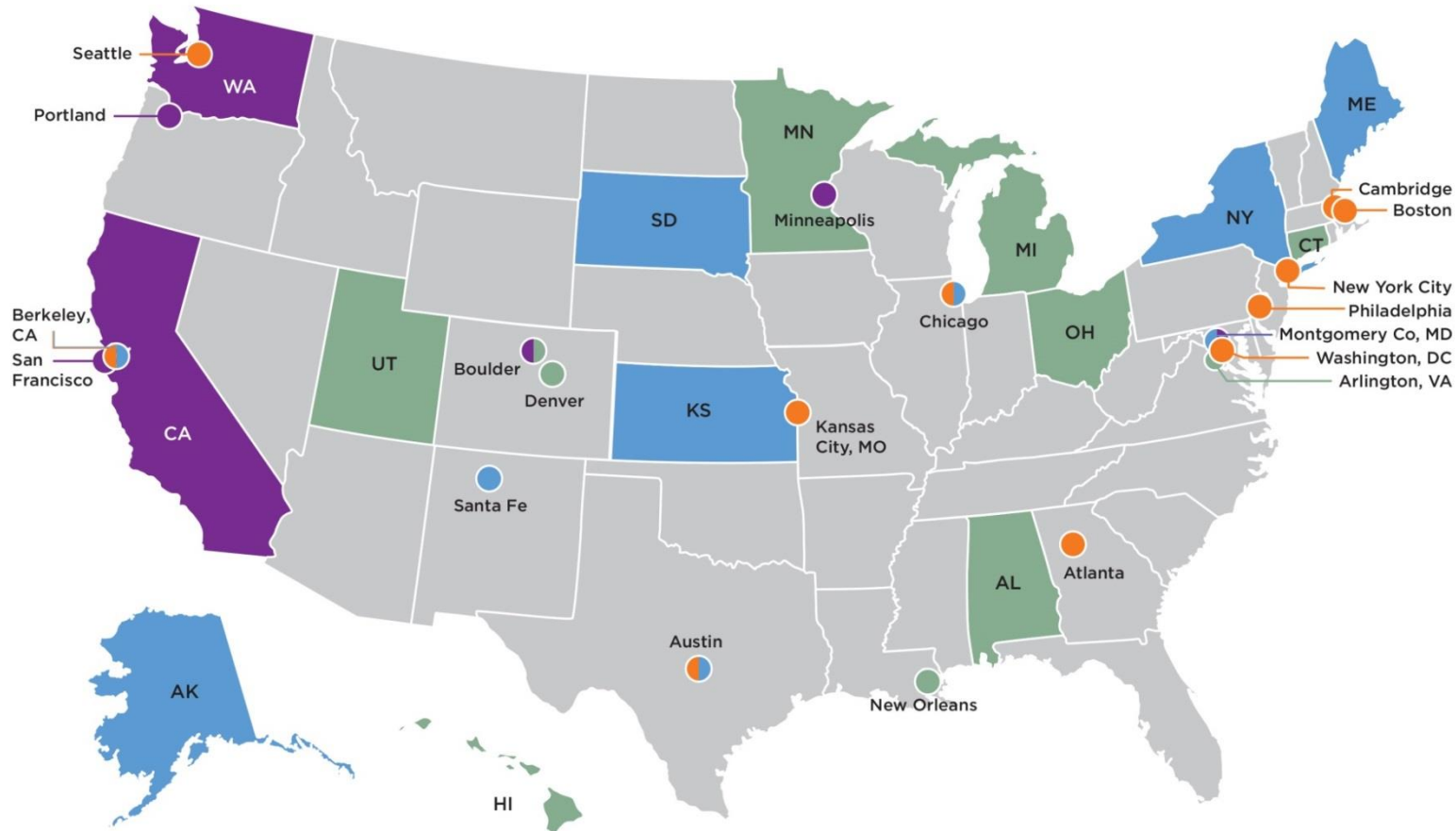
@IMTCliff



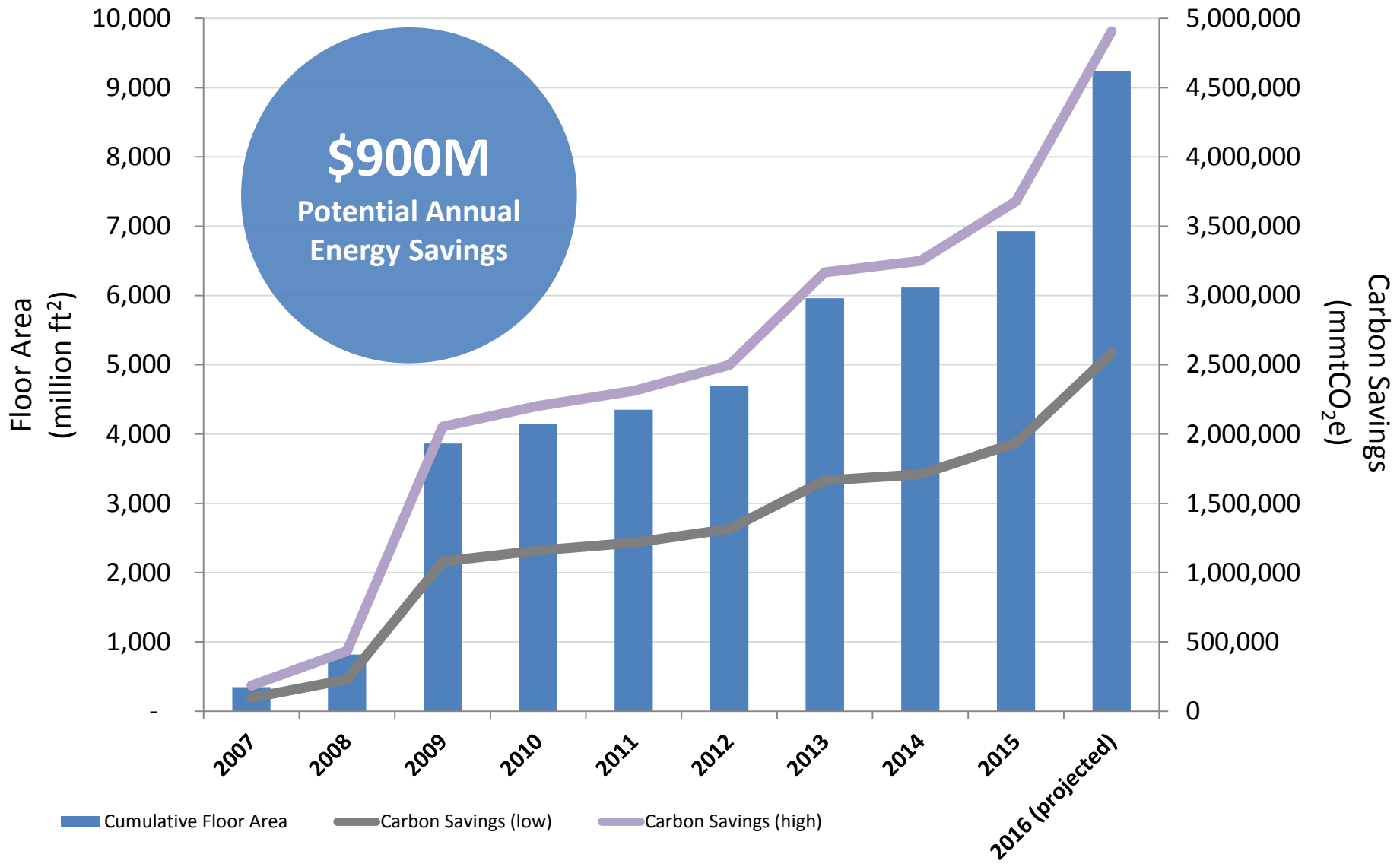
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Lessons Learned: Energy Benchmarking Policy

U.S. Building Benchmarking and Transparency Policies



Lessons Learned: Policy Can Drive Impact



Lessons Learned: Targeted Policy

CHICAGO ENERGY BENCHMARKING



Address

Neighborhood

Property Type

2015

Property Information

Energy Use

Energy Performance Metrics

ENERGY STAR Score

MORE INFO ▶

1 98

Site Energy Use Intensity

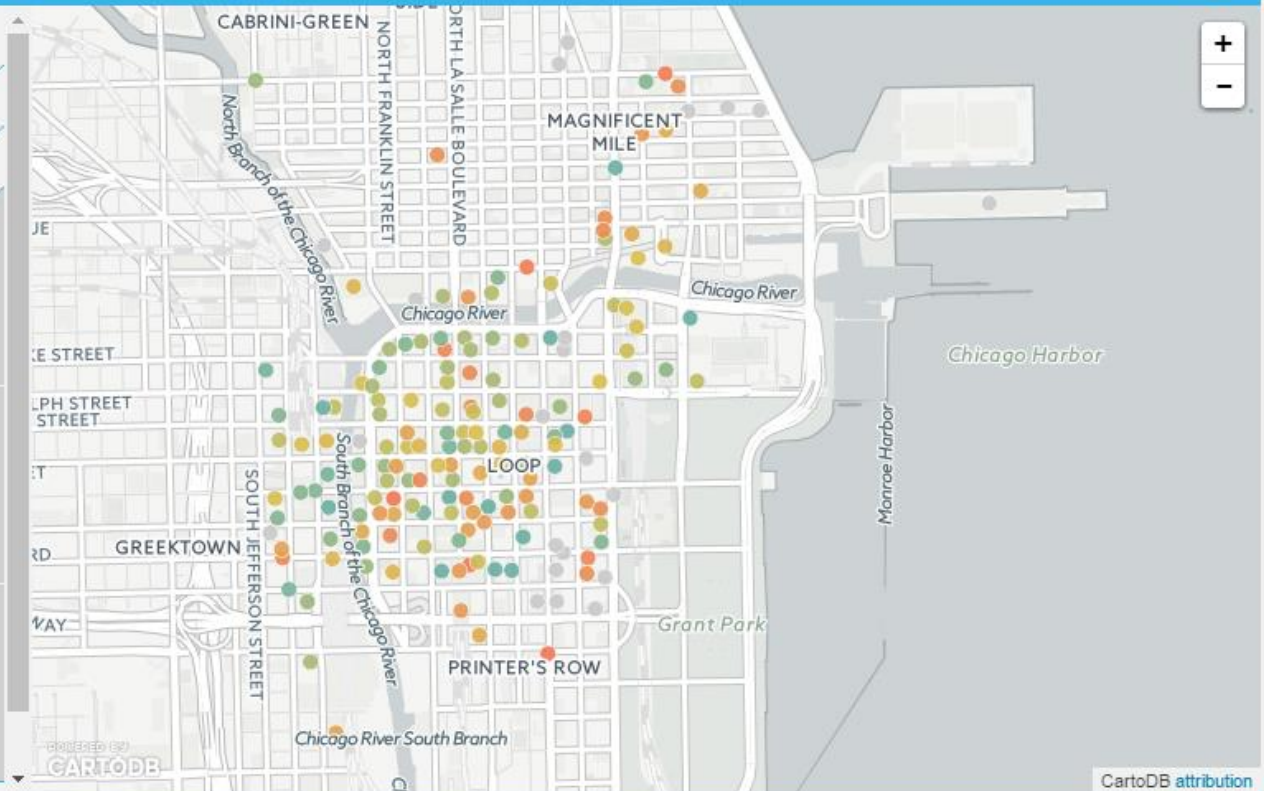
MORE INFO ▶

33 491

Source Energy Use Intensity

MORE INFO ▶

95 960



BUILDING COMPARISON

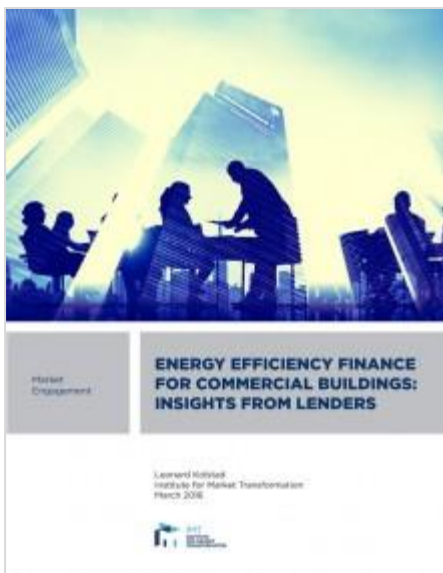
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AVERAGES BASED ON RANGES SET IN FILTERS

AVERAGE

75

Lessons Learned: Market Guidance and Technical Assistance



Lessons Learned: Green Lease Leaders



Lessons Learned: Codes and Energy Performance Policy

