

SESSION 3C

MARKET TRANSFORMATION

Moderator: Andreas Krüger Enge, Enova

PAPERS:

Evaluating the Market Transformation Impacts of a DSM Programme in the Province of Québec

Pierre Baillargeon, P. Eng., CEM, CMVP, Econoler

Bernard Schmitt, Hydro-Québec

Normand Michaud, P. Eng., MBA, Econoler

Lori Megdal, Ph.D., Megdal & Associates

Behavioral analytics for use in causal attribution in a market transformational energy efficiency program

Kevin Monte de Ramos, KMDR Recherche

Carl Acocella, Hydro Quebec

Choosing the Right Tools: How Different Markets and Programs Call for Different Approaches to Estimating Net Savings

Lynn Hoefgen, NMR Group, Inc.

SESSION SUMMARY:

The basic assumption for all energy efficiency policy measures is that due to a set of barriers the market either it is households, private or public enterprises under invests in energy efficiency. Policy makers have to decide if thou want to implement measures which compensate for the existing barriers or measures which overcome the barriers, transform the markets and make energy efficiency the choice of the market.

The key to the continuing support for market transformations programmes is the ability to present credible evaluations of their performance to policy makers. This is no walk in the park considering the wide variety of markets ranging from CFLs to houses, with multitudes of decision makers and challenging data availability.

This session will focus on how to estimate saving in programmes specifically designed to achieve market transformation, and which concerns that has to be taken into account when choosing the evaluations methodology. The session will present both good examples from evaluations of market transformation programmes and give guidance on how to choose the right evaluation methodology. The market transformations programmes cover in this sessions are appliance recycling in Québec, and CFLs in Québec and the US and new constructions in California.

The session will give the participants the possibility to get the latest updates on and discuss the pro and cons of different market transformation evaluation methodologies with evaluations practitioners.