

# If Market Transformation is Our Goal, Programs Must Radically Change How We Do Training and Education

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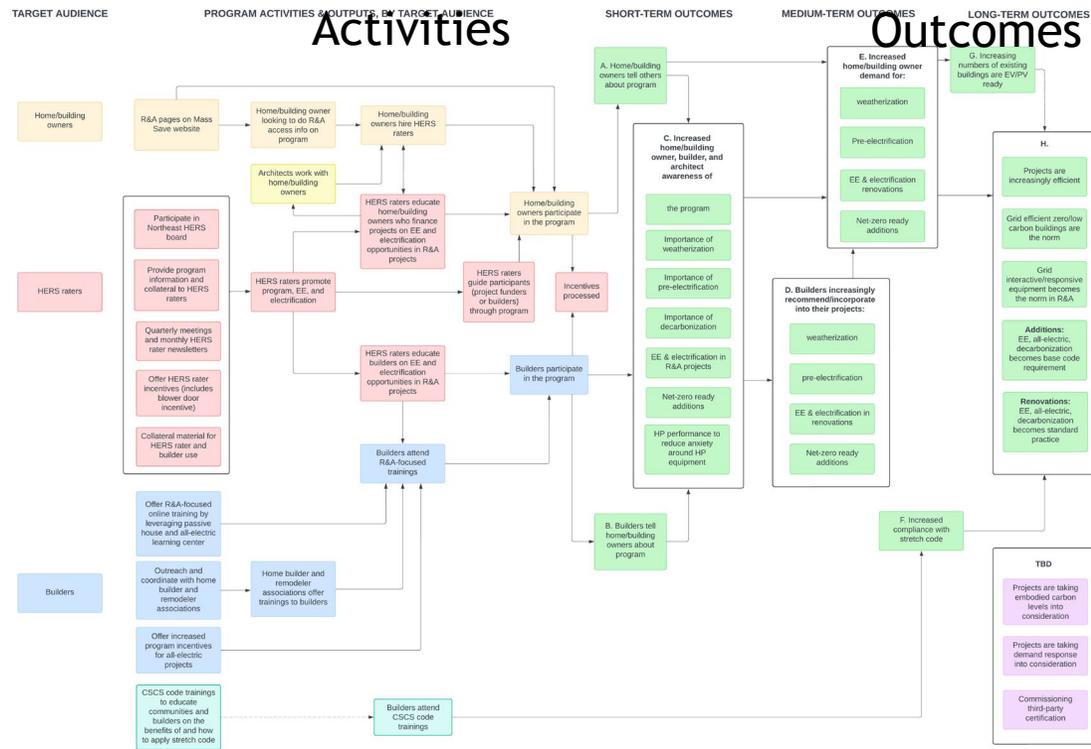
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- ▶ **Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.**
- ▶ **Early application of market transformation**

# MT Logic Models Place Critical Role for T&E



- ▶ All Have T&E Activities for Customers, Trade Allies, Government Officials
- ▶ Expected Outcomes that Change the Way Customers Purchase and Use Energy
- ▶ Expected Outcomes that Change the Practices of Manufacturers, Trade Allies, and other Stakeholders

## Question: What Percentage of IEPEC Paper Topics Are About Training or Education?

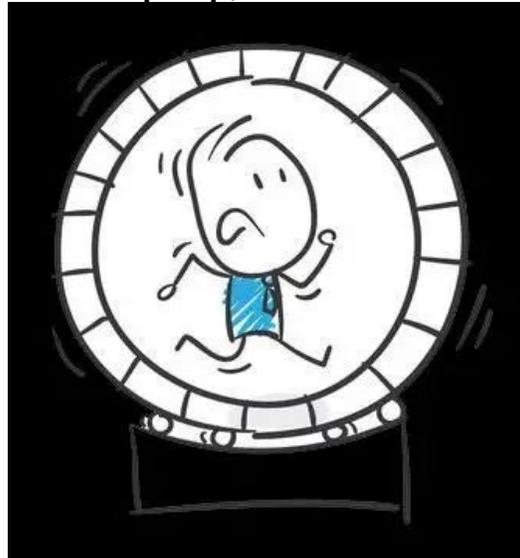
- ▶ There are approximately 2000 papers in IEPEC Archives
- ▶ How many include Training or Education in their titles?

▶ 18 < 1%

# Why is T&E Given So Little Attention

D. It's hard to justify more attention to T&E delivery and

A. Tracking energy savings from T&E is very difficult, so we don't do it.



C. Because we don't evaluate T&E, the T&E activities produce marginal benefits

B. Because T&E doesn't generate energy saving, we downgrade its importance

# Expanding the Role of Training & Education in Market Transformation Initiatives

- ▶ T&E is too important to be ignored or done as an after thought
  - ▶ Every program needs it—changed behavior is an outcome in every logic model
  - ▶ There are multiple ways to deliver T&E—Opower, mentorships
  - ▶ When done well its works at much lower costs than incentives
- ▶ There needs to be closer attention in program logic on how T&E overcome market barriers and effect change
  - ▶ Activities need focused learning objectives tied to desired outcomes
  - ▶ Courses must recognize and address barriers so that T&E leads to desired outcomes

## Think Like An Evaluator

- ▶ Teach a man to fish and you'll feed him for a lifetime
- ▶ What is wrong with this claim
- ▶ Its only true if he actually catches fish



# **\*\*Success in T&E requires changes in behavior or action\*\***

- ▶ This must be the driving force behind all T&E activities.
  - ▶ What changes are we expecting T&E to produce
  - ▶ How does activity address the desired changes and prepare attendees to be successful
  - ▶ How well is activity doing to effect changes?
  
- ▶ Using public-goods funds to build awareness without action is a waste of ratepayers' money—money that could produce savings if used elsewhere

# How Methods for Evaluation Must Adapt

- ▶ Make it clear that measure of success is obtaining change—not butts in seats, conveyance of material, or satisfaction
- ▶ Design evaluations to determine the degree to which attendees changed behavior
  - ▶ For the most part focus on documenting the changes and not how much energy was therefore saved.
  - ▶ Provide feedback to program and instructor on how activity could be more effective.
  - ▶ Because post-activity contact will be needed, require all activities get contact information, particularly mobile numbers

# How T&E Has to Change to Maximize Effectiveness

- ▶ **Focus activities on obtaining actions, not just transmitting knowledge.**
- ▶ **Abandon Powerpoint Lectures—Make Classes More Experiential**
- ▶ **Stop Assuming Technical Experts Make the Best Choice of Presenter -Invest in Train-the-Trainer Courses**
- ▶ **Recognize that Adult Education is Different from Scholastic—Embrace Best Practices in Adult Learning**
- ▶ **Provide In Class and Post-class Opportunities to Review or Revisit Material—Stop Treating T&E as One-Off Activities**
- ▶ **Evaluate, Evaluate, Evaluate**

# Summary

- ▶ Training and Education are too important to the success of market transformation and resource acquisition programs to treat them as the industry has done.
- ▶ Training and Education initiatives must retool to focus on effecting change, not building awareness. This will require more attention to the content and delivery of courses using best practices in adult learning.
- ▶ Evaluation of T&E has a critical role to play in defining barriers to MT and the T&E objectives that address those barriers; and measuring if T&E efforts are successfully leading attendees to take actions consistent with those objectives.