Transforming Markets

Alexis Allan
ENERGY STAR® Products Partner Meeting
Agenda

Market Transformation Definition & Theory

Indicators of Market Progress

How to know when you’re done...

Group Discussion – Lighting Market
Market Transformation
Definition & Theory
Lets Talk About Markets...
What is Market Transformation?

The **strategic process of intervening in a market** to create **lasting change in market behavior by removing identified barriers and/or exploiting opportunities to accelerate the adoption of all cost-effective energy efficiency as a matter of standard practice.**
Let’s simplify…

“The strategic process of intervening in a market to create lasting change.”
How do you know...Indicators of Transformation

- Is someone making money?
- Is there permanent market structure?
- Is the end-user/consumer satisfied with the product?
- Are the changes in the market difficult to reverse?
- Are there remaining substantial market barriers?
- Is there a multi-year market trend that persists?
Indicators of Market Progress
How do you know...Indicators of Transformation

- Is someone making money?
- Is there permanent market structure?
- Is the end-user/consumer satisfied with the product?
- Are the changes in the market difficult to reverse?
- Are there remaining substantial market barriers?
- Is there a multi-year market trend that persists?
Clothes Washers
How do you know... Indicators of Transformation

- Is someone making money?
- Is there permanent market structure?
- Is the end-user/consumer satisfied with the product?
- Are the changes in the market difficult to reverse?
- Are there remaining substantial market barriers?
- Is there a multi-year market trend that persists?
Ductless Heat Pumps
How do you know…Indicators of Transformation

- Is someone making money?
- Is there permanent market structure?
- Is the end-user/consumer satisfied with the product?
- Are the changes in the market difficult to reverse?
- Are there remaining substantial market barriers?
- Is there a multi-year market trend that persists?
Let's talk lighting...

- What does the lighting market look like today in comparison to 5 or 10 years ago?
- What market barriers currently exist?
  - Will those barriers go away on their own?
- What indicators of transformation do you see in the lighting market?
- Is the lighting market transformed?