



U.S. Department of Energy Energy Efficiency and Renewable Energy

Bringing you a prosperous future where energy
is clean, abundant, reliable, and affordable

A decorative background at the top of the slide featuring various energy-related icons in shades of blue and green. These include wind turbines, solar panels, light bulbs, fuel cells, and buildings. Some icons are labeled with terms like "weatherization", "hydrogen economy", "geothermal", "fuel cell", "FreedomCAR", "industry", "hydrogen", "solar", and "hydrogen economy".

Transforming the Market Toward Zero-Energy Buildings

NASEO CONFERENCE

09.11.06

Presenter: Marsha Quinn





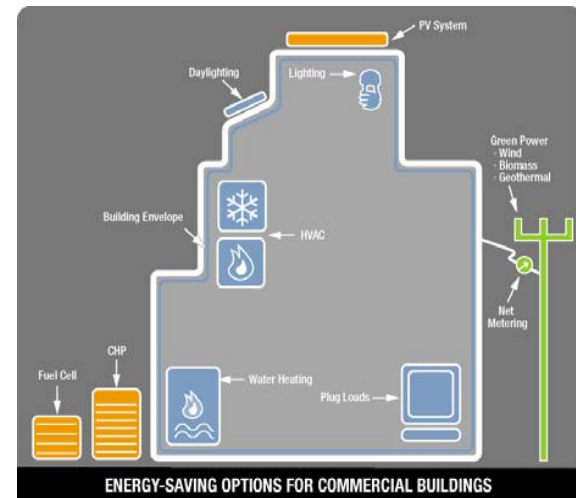
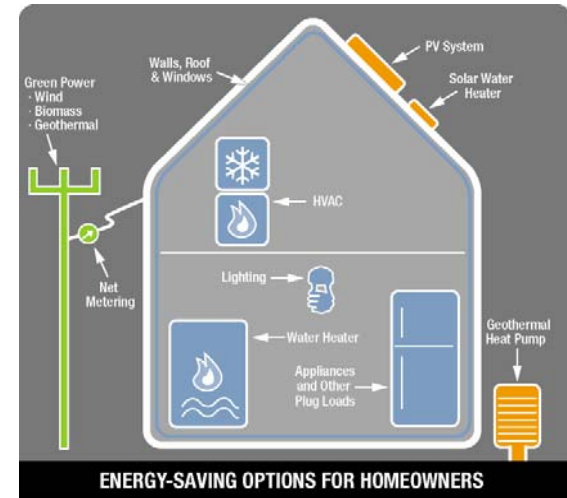
Exciting Times at DOE – Lots of changes

- **EERE focus on deployment – Project Victory**
 - Results-oriented
 - Strategic leveraging of resources
- **Working together in new ways**
 - Opportunities to collaborate with additional stakeholders



BTP R&D and Demonstration

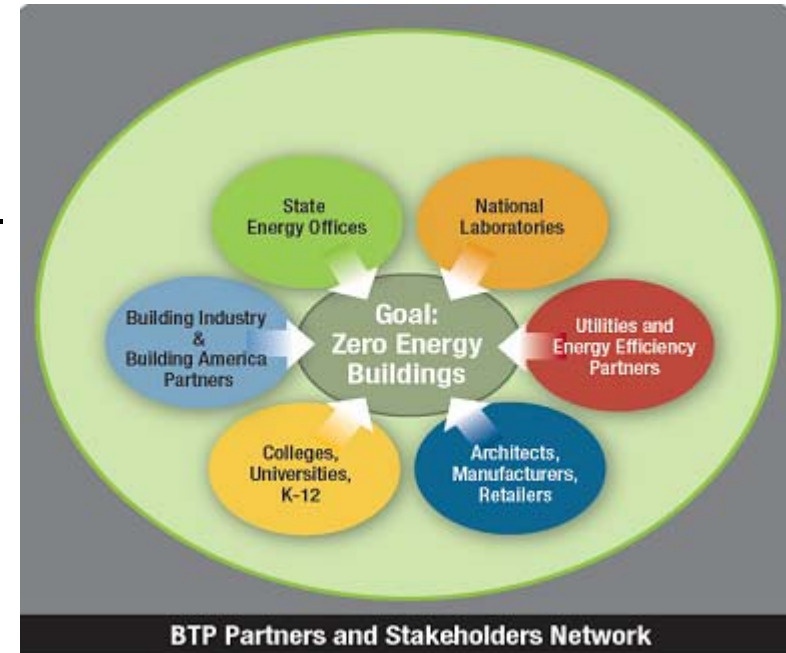
- Achieve commercially available zero-energy buildings through:
 - Technology improvements
 - Whole-building optimization
 - Integration of renewables





BTP Market Transformation

- Building partnerships that accelerate market acceptance of today's best technologies — with a focus on
 - Key initiatives with national energy-saving impacts
 - Strategic communications and outreach





BTP is Reinventing Market Transformation

- Charrette with key partners: May '06
- Developed integrated cross-program strategy
- BTP-wide deployment plan draft
- Implementation kickoff: October 1, 2006



- A Stakeholder charrette was held on May 16, 2006. A total of 54 energy-efficiency partners contributed to the full-day discussion.
 - States Team participants:
 - Walt Auburn, Maryland Energy Administration
 - George Burmeister, Colorado Energy Group, Inc.
 - David Conover, International Code Council
 - John Davies, Kentucky Office of Energy Policy
 - Brian Henderson, New York State Energy Research and Development Authority
 - Maurice Kaya, Hawaii Department of Business, Economic Development & Tourism
 - Betty Merrill, Oregon Department of Energy
 - Michelle New, National Association of State Energy Offices
 - Janet Streff, Minnesota Department of Commerce
 - David Terry, Association of State Energy Research and Technology Transfer Institutions
 - David Weitz, Building Code Assistance Project
 - Other Key stakeholders from the building industry, architects, manufacturers, retailers, associations, universities, and non-profit organizations, as well as internal BTP program area leaders.



Charrette participants expressed support for:

- Strategically focusing and aligning deployment efforts for greater impact
- Collaborating in the planning and implementation of high impact activities
- Strengthening traditional stakeholder ties while reaching out to new partners
- Attention to local climate and regulatory conditions.



- DOE/BTP was seen as well positioned – and sometimes uniquely positioned – to:
- Provide credible information and assistance – including research results, benchmarking, best practices, demonstrations – to technically oriented stakeholders and partners
 - Provide thoughtful leadership on “zero energy” vision
 - Implement regulatory and standards-driven approaches to market transformation.



Leveraging BTP Assets

BTP has generated an extensive portfolio of energy efficient building tools, best practices, trainings, and technical support

Our goal is to distribute this BTP portfolio to new audiences, integrating Building America, Energy Star, Codes and emerging technologies as much as possible





Application Centers

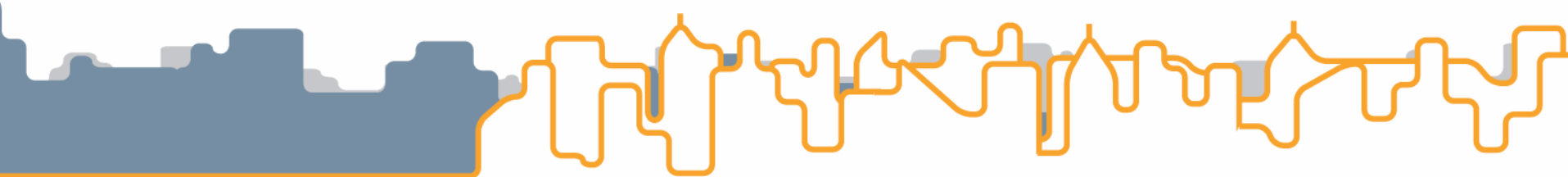
- Opportunity: Mobilize on-the-ground local resources to deliver DOE tools and products so regions can tailor approaches to local priorities and maximize energy savings
 - Convene interested stakeholders (SEO's, utilities, building professionals, EEPs, colleges, etc.)
 - Fulfill EPACKT mandate: grants to stakeholders to establish network of Advanced Energy Efficiency Technology Transfer Centers
 - Consistently connect residential and commercial builders and consumers with BTP/EERE available technologies





A Multitude of Opportunities

- Many exciting ideas:
 - Targeting real estate and insurance industries
 - Partnerships with manufacturers to accelerate use of high efficiency products in new homes
 - Energy Smart Schools





Many challenges:

- Funding support
 - Uneven Regional, state, and local infrastructure
 - Competing activities
-
- How can NASEO's Building Committee help?