

## Transforming Domestic Retrofit Markets How the United States is overcoming barriers to energy efficiency



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There is increasing focus on policies that incentivise a comprehensive range of retrofit solutions that form part of a lasting market transformation strategy. However, market transformation is multifaceted and poorly understood. This work applies the underutilised tool of policy theory evaluations to better understand the ingredients and indicators for lasting market transformation. This talk breaks down these indicators into three themes that are critical to any retrofit policy: outreach, workforce relations, and program synergies. These themes are explored using case studies from the ongoing Better Buildings Neighborhood Program in the United States, where innovative new approaches are being used to conquer the decades old challenge of barriers to domestic energy efficiency.

Wednesday, 25 September, 2013

CAR Offices, 25 Gwydir Street

Drinks from 5.30 p.m. Talk at 6.00 p.m.

Please let Maria know by Tuesday, 24 September, if you will be attending ([maria.sylvester@carltd.com](mailto:maria.sylvester@carltd.com)).