



HPC Market Innovation Forum

Summary and Actions We Can All Take to Scale Our Industry

What was the HPC Market Innovation Forum?

A convergence of industry leaders - manufacturers, technology entrepreneurs, utilities, contractors, real estate/appraisal professionals, industry organizations like BPI, Efficiency First, DOE, RMI, research institutions, program designers/implementers came together to engage in a real dialogue about scaling the industry.

Why does the industry care?

There is consensus amongst many in the industry and those adjacent to it that there is a real risk that we won't capitalize on the potential to make homes better, soon enough. There are many challenges to this: appropriate valuation of energy efficiency, the "uberization of contracting," program design challenges, a large, well-versed delivery mechanism (meaning - more contractors), and more.

Why do YOU Care?

Contractors: You want to solve your customer's problems. Even if you install everything perfectly, there are some problems that don't get fixed without a holistic approach to the home. You want support in building your business and understanding your customer's needs.

Real Estate professionals: You want to sell homes with home performance improvements at a higher value. You want this to be easy. You want there to be comps that allow you to sell at a higher value. You want homebuyers ASKING for these homes. And you want to be able to find them.

Manufacturers: You want to sell more, and higher efficiency products. You want these products installed to a high standard. And you want the customers who have your products to be happy with the results.

Entrepreneurs: You want to capitalize on the potential the energy efficiency market provides. You want to apply technology to solve problems for end users (contractors, real estate professionals, homeowners). And you want it to be easy to understand who you're selling to, and what you're selling .

Utilities: You want energy savings. You want results from years of efficiency programs. You want to offset costs of increased demands on your grid. And you want to make your programs cost effective – and successful.

So what did the industry talk about?

Market Disruption and Gaps

- Gas and oil prices are down
- Weather patterns are changing drastically
- Home dwellers have an incredible range of information on building upgrades and their own home energy performance, using smart meters, smart thermostats and their own smartphones.
- Consumers have higher expectations for quick and easy solutions for improving their indoor environment.
- Growing labor shortage in skilled trades people, such as HVAC techs and installers, who will be called on to diagnose and upgrade home performance.
- Lack of value recognition

Industry Needs:

- Creating new markets for Energy efficiency/Energy savings. Moving away from strictly utility-driven savings
- Spurring and funding innovation – how do we do it?
- Clearly identifying and quantifying the non-energy benefits of home performance

Actions the Industry must take:

Steps for Market Innovation:

1. Gain deeper understanding of consumer behavior, wants and needs;
2. Develop and use new technologies to improve data measurement and control of the residential built environment;
3. Socialize consumer awareness of their unmet needs, showing comfort, health and energy saving benefits of home performance improvements;
4. Work with partners in government, codes and standards, community-based organizations, renewable energy, and others to help develop a unified value proposition message, improved service delivery and diversity of providers; and
5. Promote tools for growing profitable home performance businesses.

6. Create opportunities to work through issues and convene the right people to address the barriers – and Spur Innovation!

Actions YOU can take:

Partnerships:

- Bridge the gap to build relationships with all contractor trades: HVAC, Insulation, Windows, solar, and more.
- Invite new people to our industry conversations - and introduce them.
- Do you know any potential partners that would be good to include in the industry? We can help!

Contractor Business Development

- Sponsor peer exchange groups, modeled after the ACCA MIX groups. Sponsor Efficiency First in development of these peer groups.
- Recruit contractors! Introduce them to Efficiency First. Help them get to HPC conferences and events.
- Develop clear, digestible infographics, videos, and other marketing collateral to promote home performance.

Market Creation Group

- Have an idea for creating one-stop shopping for home performance? Talk to HPC. We can help connect you with technology companies to help deliver results. Contact Nate Natale at nnatale@homeperformance.org
- Reach out to tech companies. Set up a brainstorming session to come up with innovative ideas to delivering better home improvement (home performance) to customers in a one-stop-shop kind of way. Ask HPC for assistance in setting up such activities.

Data Group

- The industry needs a centralized platform and language to provide access to relevant data.
- There are activities in this realm now - what are they? DOE accelerators, HPXML, RETS, others. We need to make sure these activities are coordinated and simplify the industry, not further complicate it.
- *Lead Generation*: We are looking for ways to aggregate publicly available data (coupled with utility data where available) to identify prospective customers with a high propensity to purchase home performance.
- Comfort and Health Metrics

To address these challenges, we as an industry MUST:

- Address the “Arrogance to Relevance” Ratio
- Open our arms to be more inclusive - establish more relevance in the marketplace, and LISTEN to what other industry needs are

Want to contribute to a working group that will tackle these issues?

Contact Nate Natale, Vice President of Education and Events at nnatale@homeperformance.org