



CARBON SMART BUILDING DAY

San Francisco
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Tapping the Climate & Profit Opportunity in Deep Energy Efficiency Upgrades

Session Lead:

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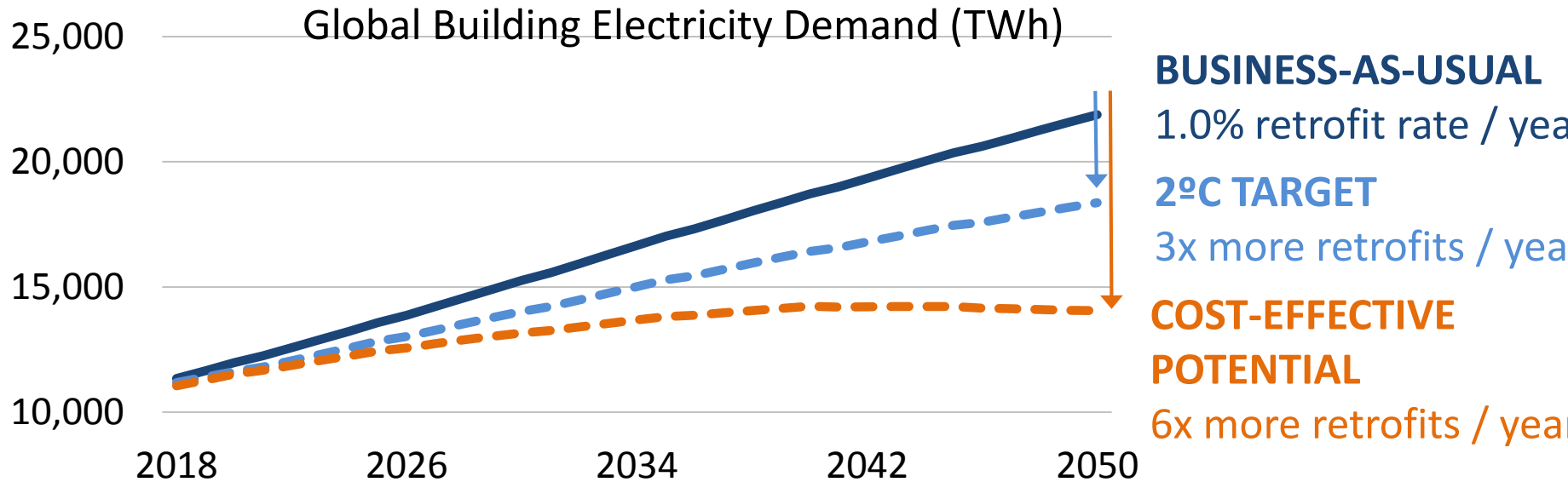


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Cost-effective energy efficiency deployment in buildings can and must accelerate dramatically



Changing this trajectory will require engagement from policy makers, business leaders, institutions, innovators and consumers

Sources: International Energy Agency (IEA), *Energy Technology Perspectives 2017*; RMI *Reinventing Fire* and internal analysis; incremental retrofits (above IEA BAU scenario) assume 30% site electricity savings per building



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Increasing the rate of retrofits

1. Portfolio optimization through Mass Customization
2. The “Deep over Time” approach
3. Point of Sale and Green Lease based policy incentives
4. Time based consumption approaches
5. District based grid greening
6. Your ideas!

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Agenda

- Introduction
- Brenden Millstein
- David Pogue
- Clay Nestler
- Panel discussion with audience participation
- Wrap up

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