

New Ideas for Seeding Your Solar Marketplace Program Pilots and Embedded Experiments

AGENDA

May 22, 2014

Hilton Anaheim

Anaheim, California

08:30 **CONTINENTAL BREAKFAST**

09:00 **INTRODUCTION**

Adam B. Cohen, SunShot Science and Technology Policy Fellow, Department of Energy

09:10 **KEYNOTE PRESENTATION**

Catherine Wolfram, Haas School of Business, University of California, Berkeley

09:35 **SOFT COST GRAND CHALLENGES PRESENTATIONS**

Solar program implementers overview current soft cost challenges. Each will propose solutions and tests that may help make measurable progress.

Vikram Agarwal, Chief Executive Office, EnergySage

Jack Clark, Director of Programs, California Center for Sustainable Energy

Jessie Denver, Director of Group Energy, The Vote Solar Initiative

10:10 **COFFEE BREAK**

10:30 **SOFT COST SOLUTION SET PRESENTATIONS**

Researchers will review the novel tools used to design and launch new solar programs to tackle soft costs, accelerate solar deployment, and answer questions about tech diffusion.

Easan Drury, Strategic Energy Analysis Center, National Renewable Energy Laboratory

Kiran Lakkaraju, Department of Cognitive Modeling, Sandia National Laboratories

Bill Wehl, Manager of Energy Efficiency and Sustainability, Facebook

11:15 **BRAINSTORMING SESSIONS**

to
01:30 Participants will design innovative solar programs that embed low-cost, real-time, data-driven experiments and reveal fundamental innovation diffusion insights. Pilot programs should be devised to start small, fail fast, and scale up success. These sessions, facilitated by experts in solar market transformation, will set the stage for the next wave of solar deployment initiatives. Each group will develop a ten-minute pitch that captures: the soft cost challenge under test, the foundational research questions, the program design, and how it is scalable.

Facilitators:

Anna Brockway, SunShot Science and Technology Policy Fellow, Department of Energy

Elizabeth Doris, Senior Project Leader, National Renewable Energy Laboratory

Geoffrey Klise, Earth Systems Analysis Department, Sandia National Laboratories

12:00 **WORKING LUNCH**

01:30 **SOLAR PROGRAM PITCHES**

02:00 **WORKSHOP ADJOURNS**