

2012 Building America Stakeholder Meeting

Dr. Ren Anderson

**NREL Residential Research
Group**

Our Overall Vision and Mission

Be the trusted source of Energy Efficiency Solutions that define and deliver risk free, reliable, and cost-effective energy savings 30-50%.

Our Technical Approach

Collaborative Development of Market- Driven Solutions:

**Develop integrated whole building
Innovations that create, capture,
and deliver lasting value for key
customers and stakeholders.**

Accelerated Knowledge Transfer

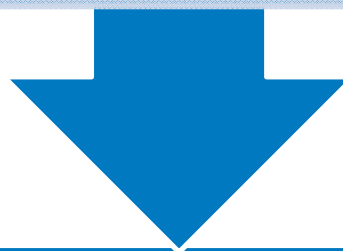
**Welcome to Building America:
Real Service. Real Savings
15 minutes could save you 50% or more!**



Annual Meetings

SPRING: STAKEHOLDER MEETING

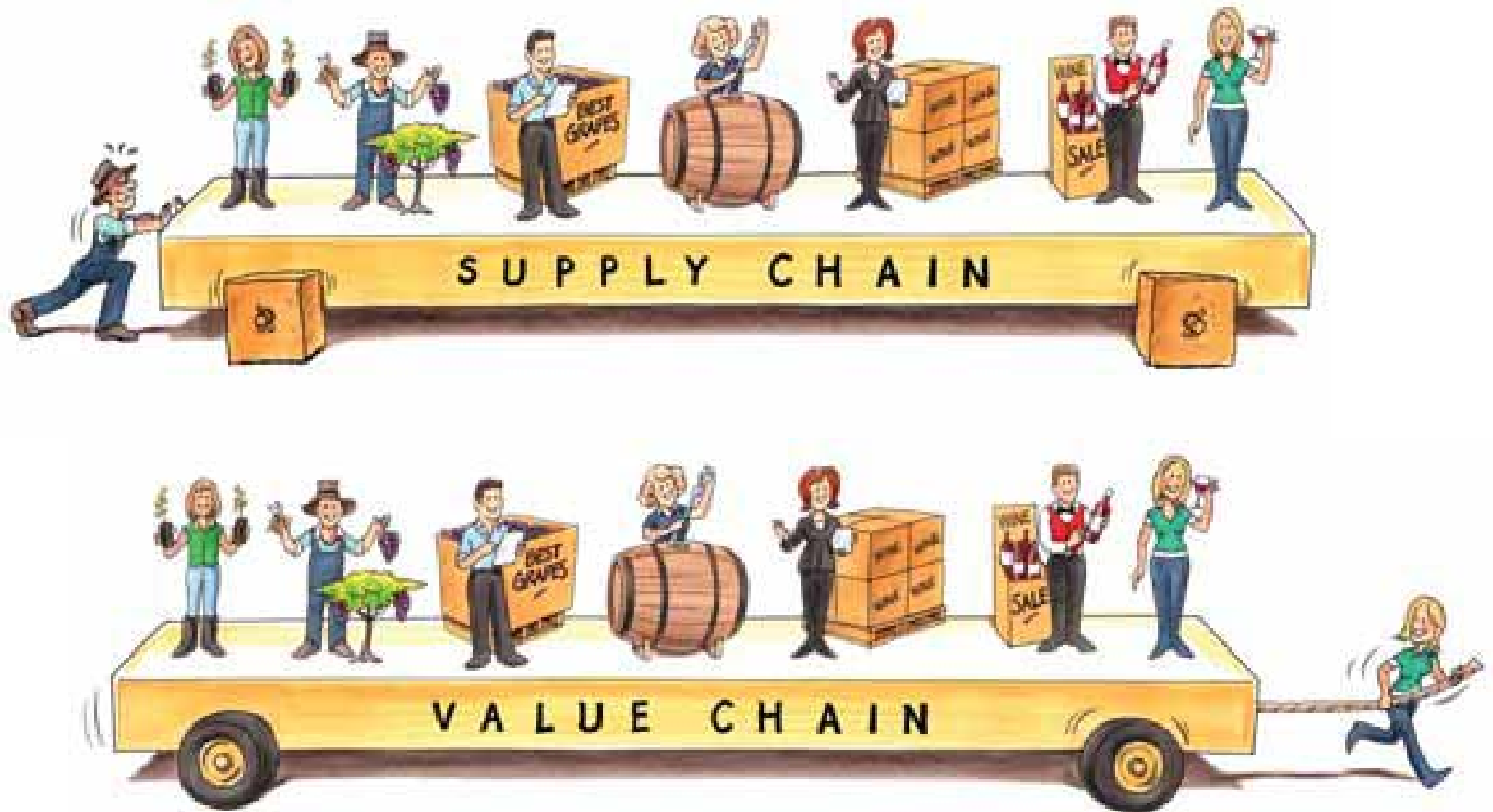
Market Requirements Review: How well are current solutions working? How do we maximize market value?



SUMMER: TECH UPDATE MEETING

Emerging Solutions Review: Do “Next Gen” Solutions meet overall Residential Performance Requirements ?

Market-Driven Value



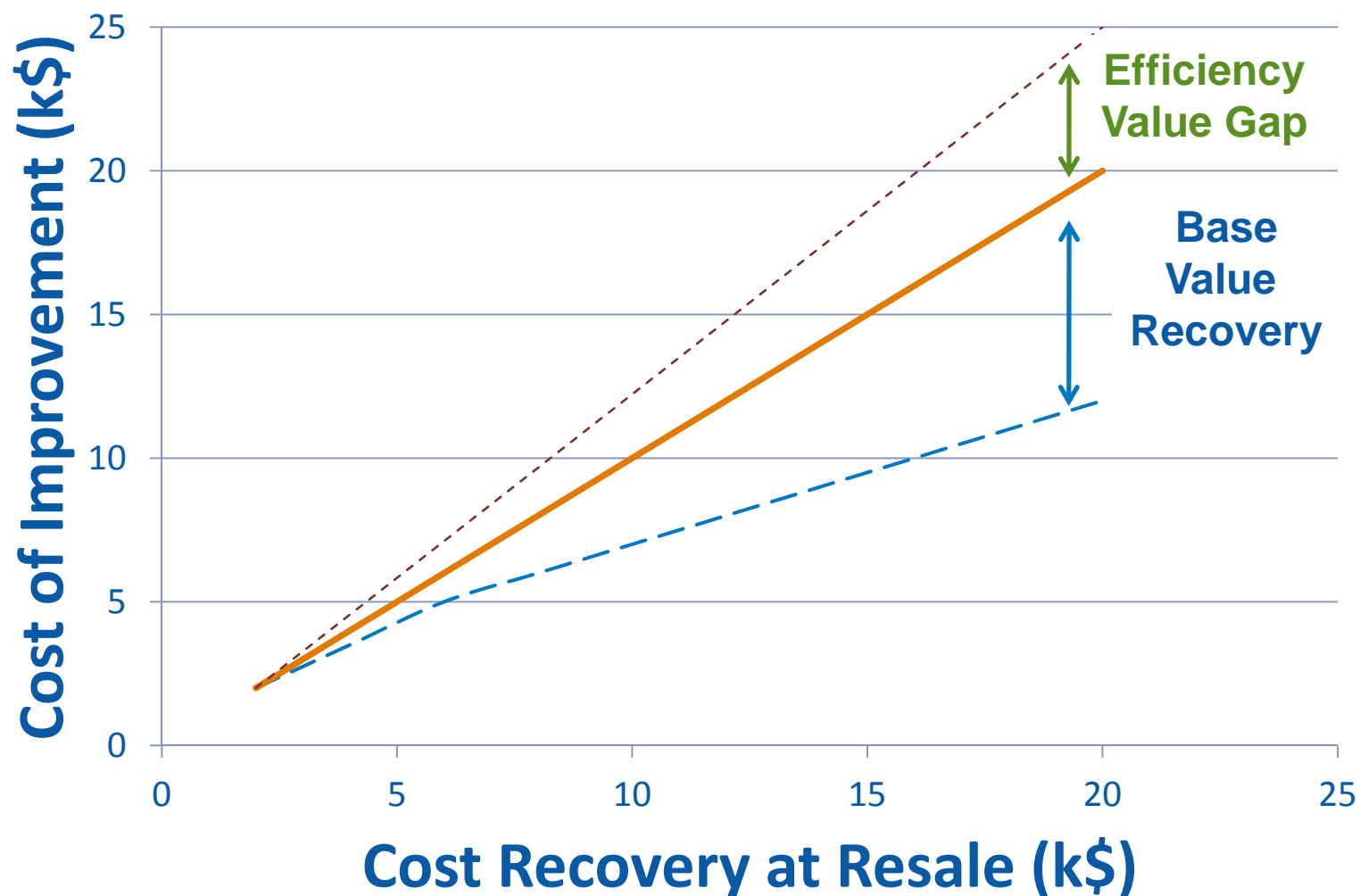
Andrew Fearne: Value Chains, University of Kent, England

Successful Delivery of Residential Efficiency



- Strategic Alignment
- Information Flow
- Mutual Trust
- Commitment to Customer Value

Broken Link: Efficiency and Home Value



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