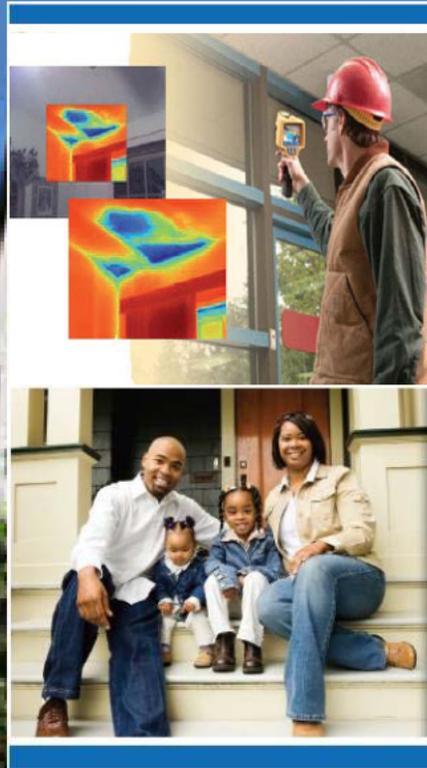


# Why Are We Here?

U.S. DEPARTMENT OF  
**ENERGY** | Energy Efficiency &  
Renewable Energy

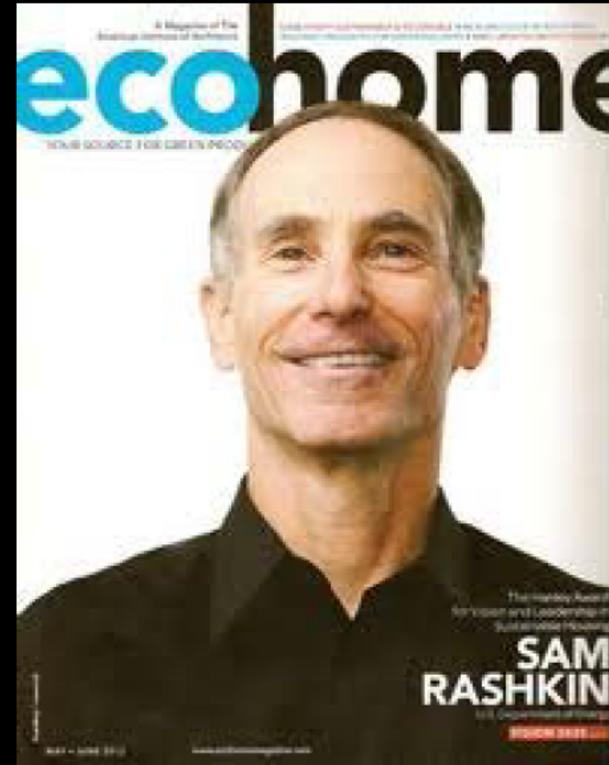


Eric Werling  
for Building America

What do you get when you cross...



a George



with a Sam?



# Why Are We Here?



50%  
Savings by  
2030?

<\$20,000,000

BTP Residential R&D Budget

÷

200,000,000

U.S. Taxpayers



Cost per Taxpayer:



per Year



# Cost per Taxpayer:



through 2030

**\$2,200**

**Average Annual  
Household Energy Bill**

**X**

**50% Savings  
per household**

**\$1,100**

**Potential Benefit  
per Household in 2030**

# Why Are We Here?



R&D

4%

<<1%



# Why do other industries invest in R&D?

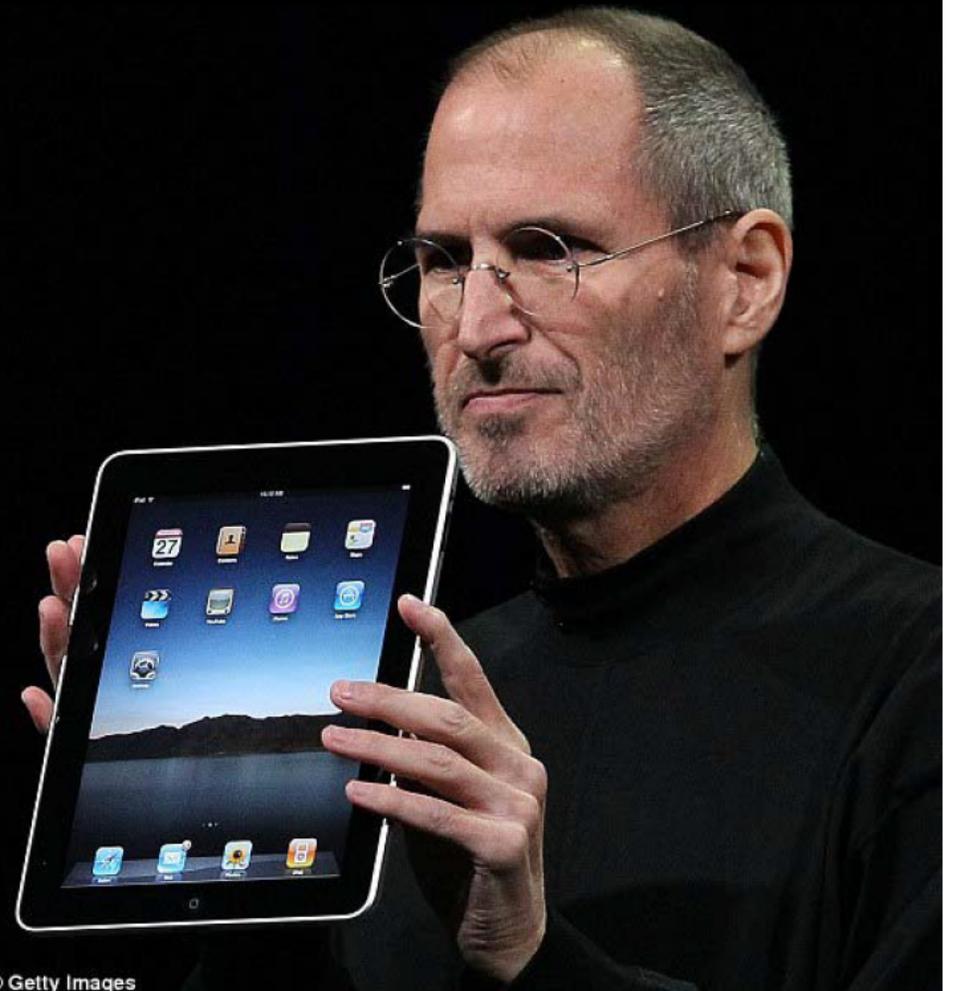




# Innovation:

Lat. innovare: "to change"

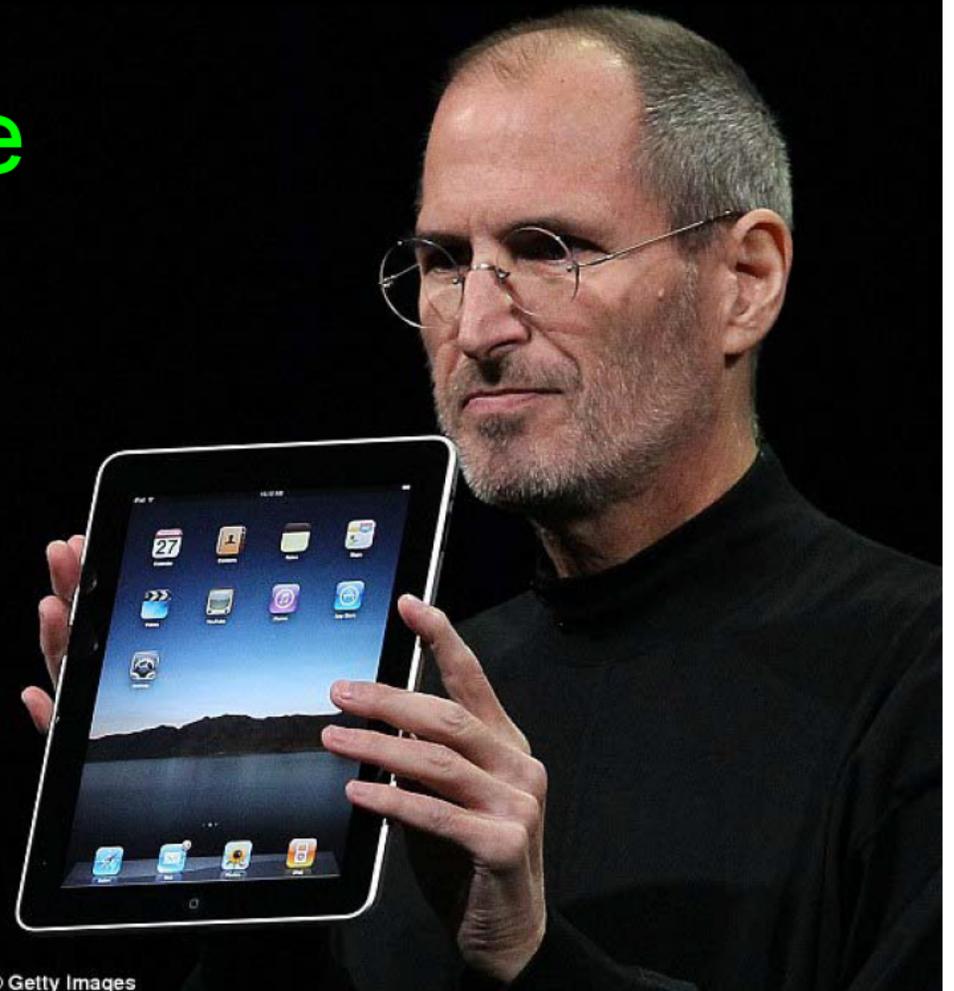
Creation of better or more effective products, services and technologies, readily available to markets ...



# Innovation:

Not just good ideas...

Ideas that create **change**





# What Changes Are We Trying to Create to get 50% Savings?

## **We need a lot of people to change:**

- Manufacturers (efficient products)
- Installers (systems & performance)
- Builders (sell performance)
- Contractors (sell performance)
- RE Infrastructure (value performance)
- Buyers and Owners (buy performance)

**No one technology or system can  
create all this market change...**

**We need to create a**

- Culture of Innovation
- that Measures Performance

# What new stuff are we doing to stimulate Innovation?



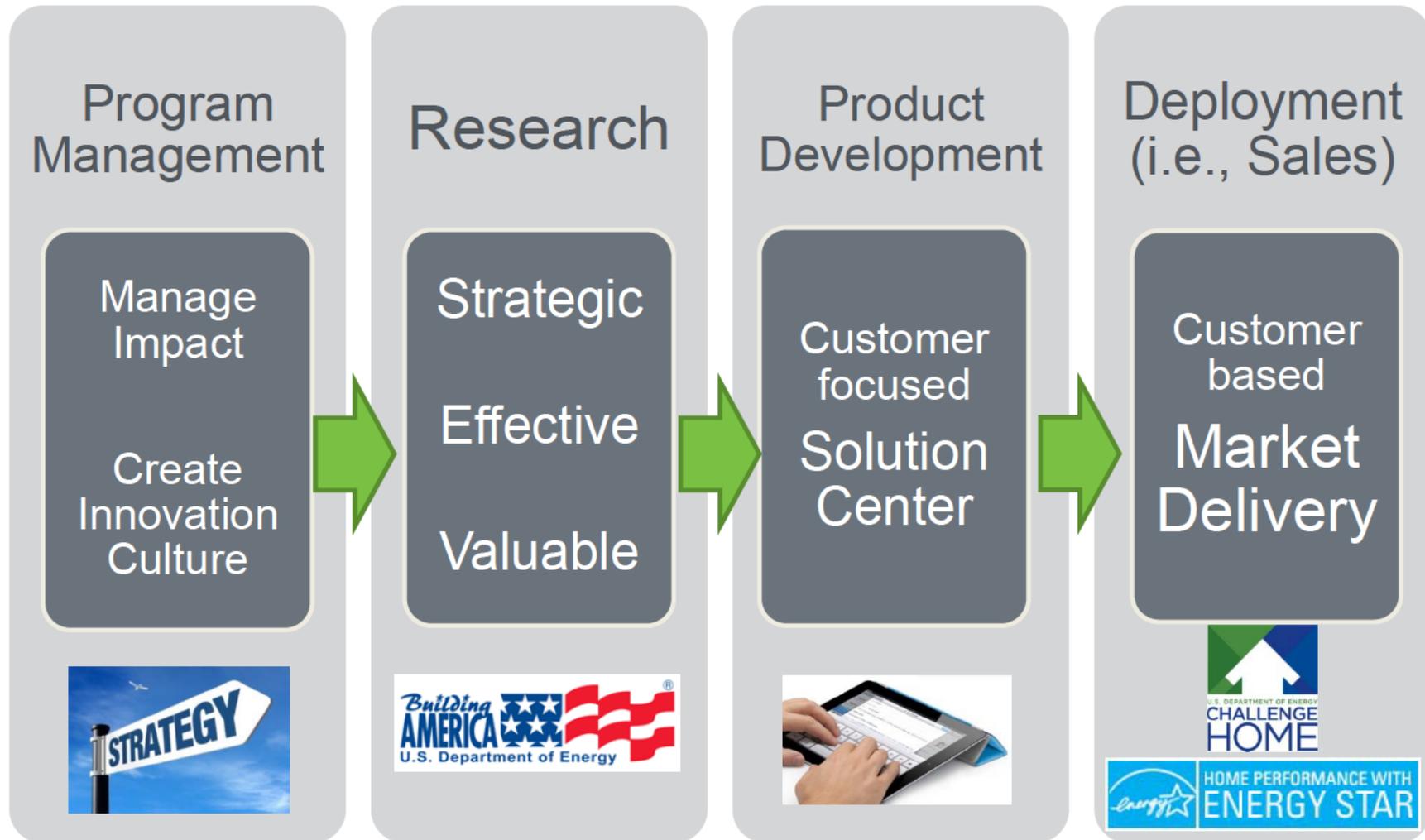
On our birthday ...



Let's celebrate our accomplishments!



# How “Good Government” Can Help



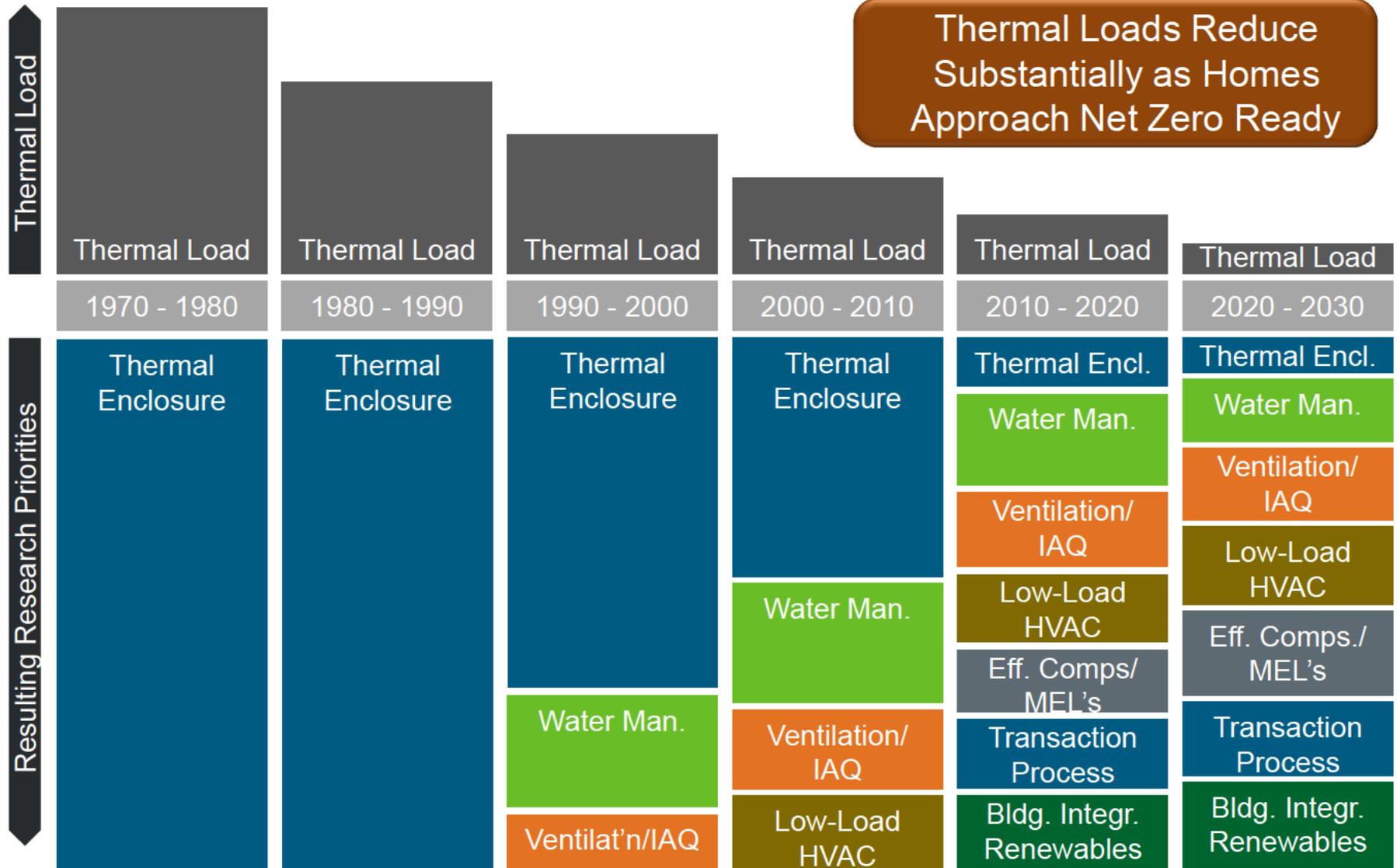
# Building America Top Innovations 'Hall of Fame'

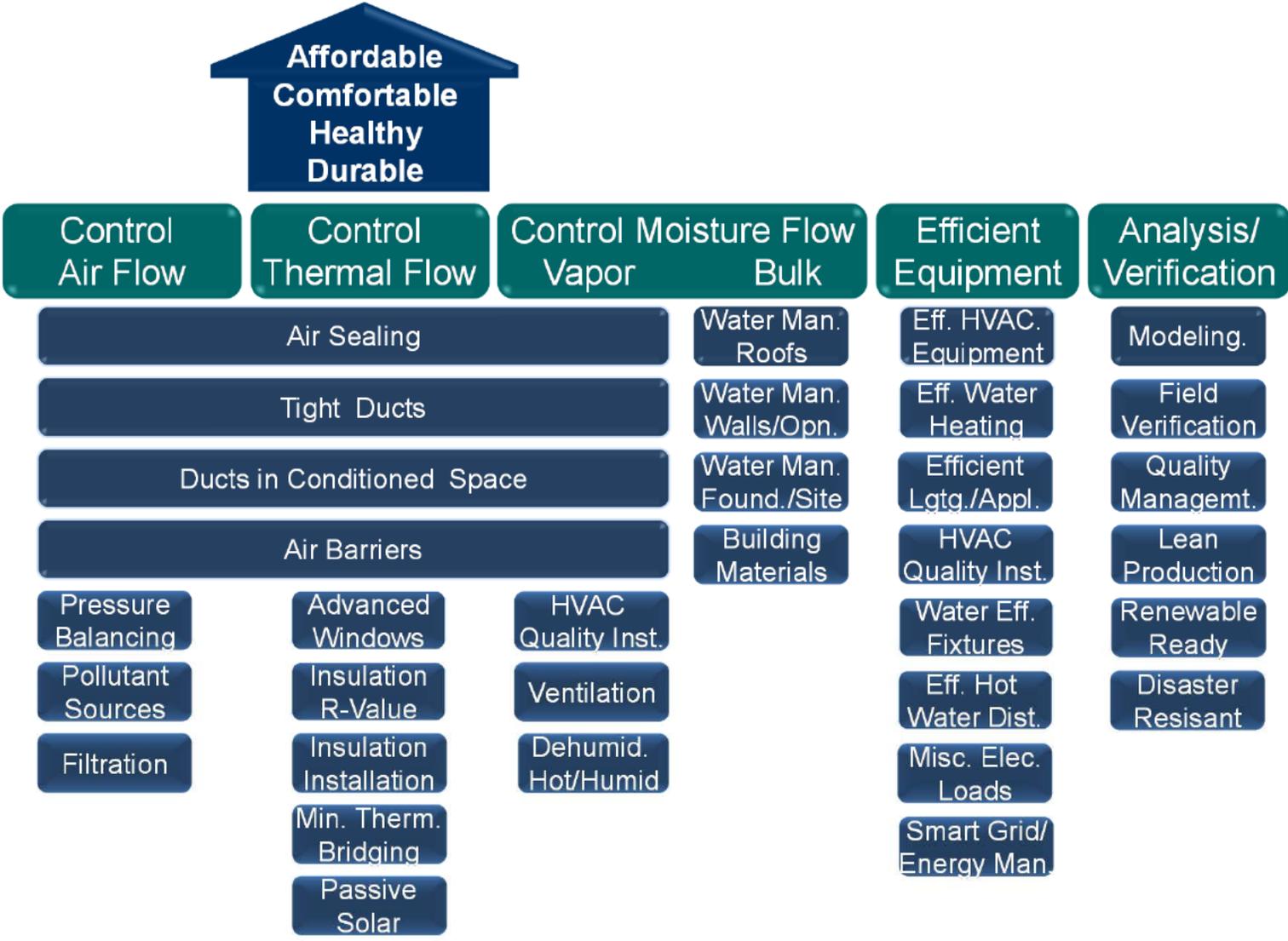


**1. Advanced  
Techs. & Practices**

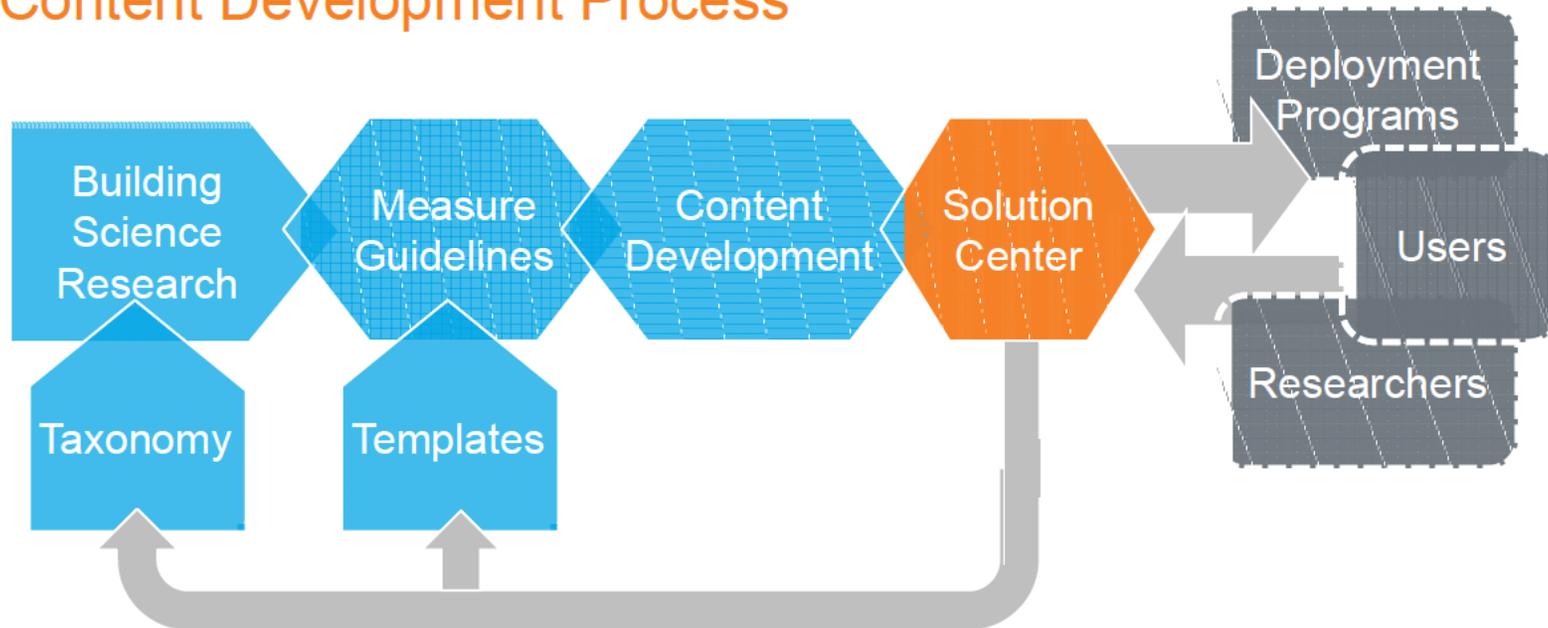
**Gaps:**

# Building America Research

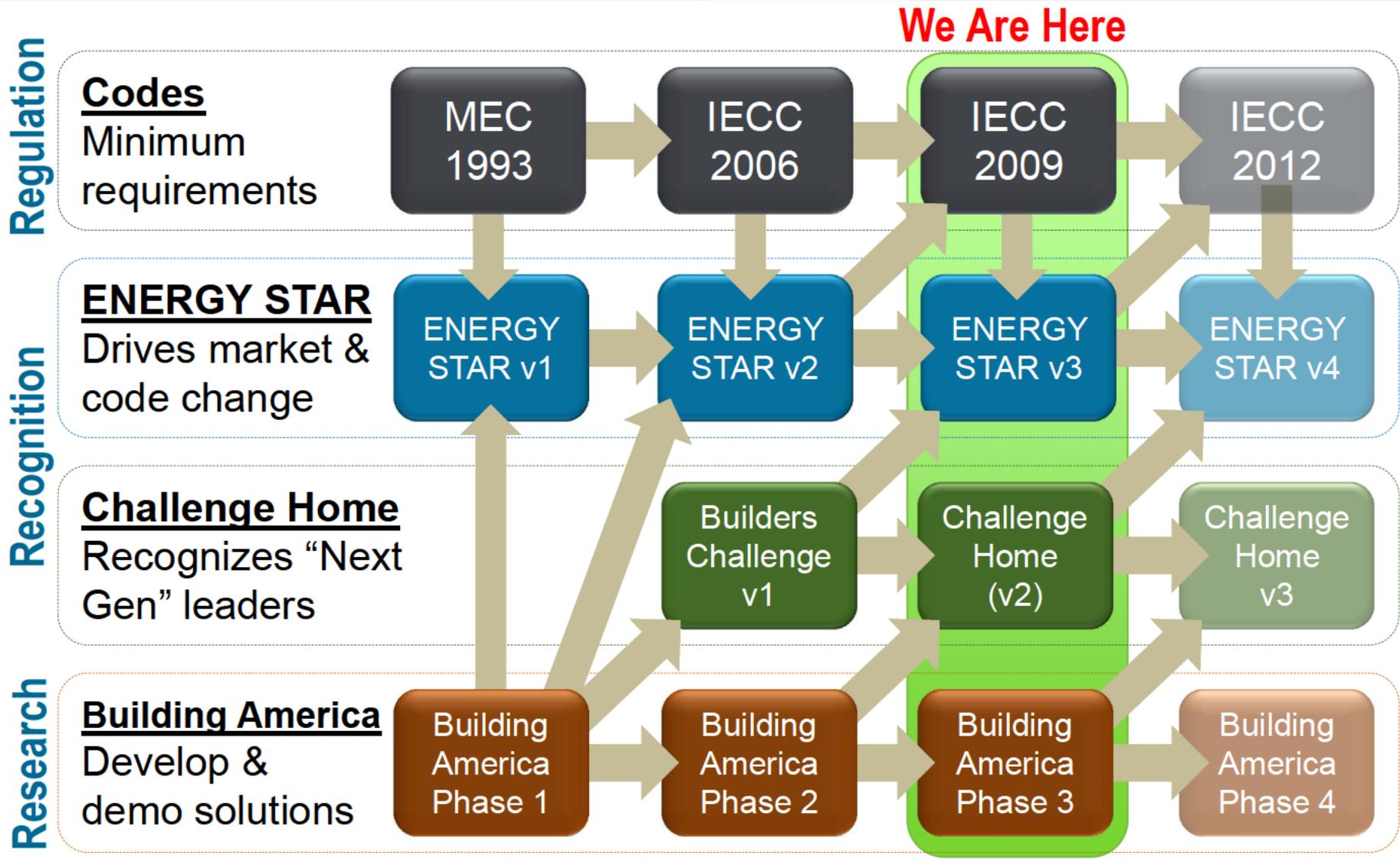




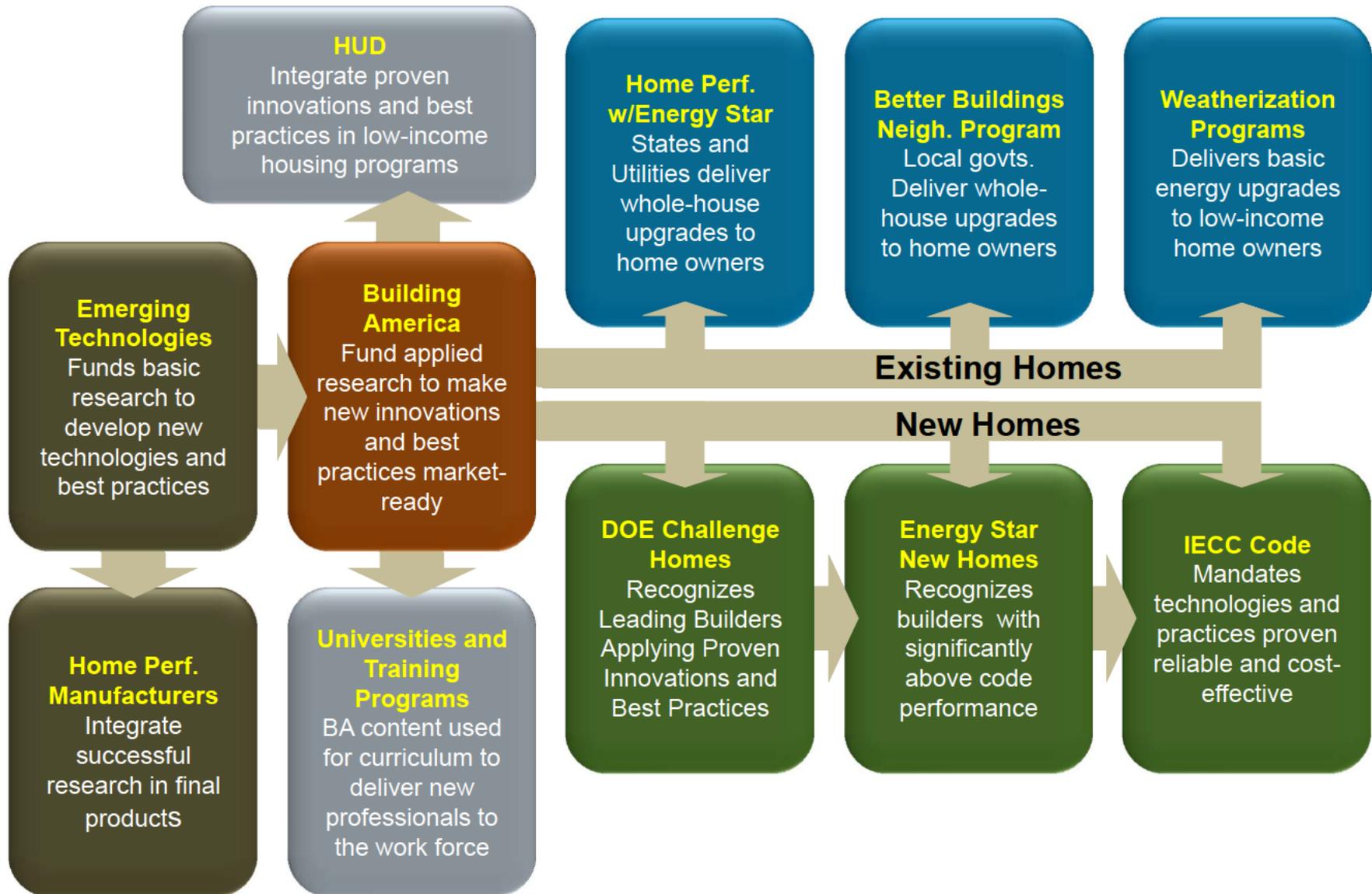
## Building America Solution Center Content Development Process



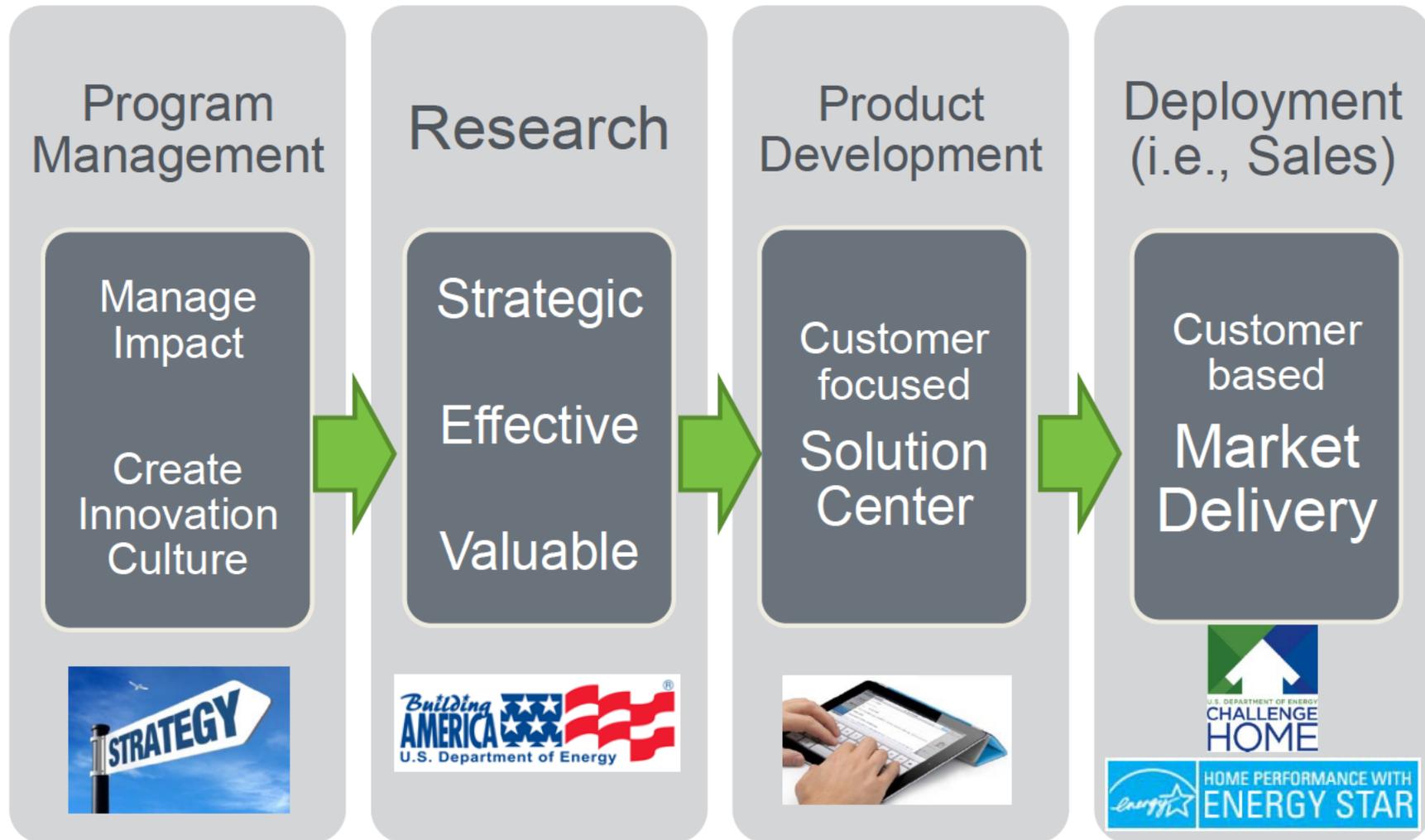
# Programs Accelerate Technology Adoption (New Homes)



# Residential Building Program Linkages



# How “Good Government” Can Help



- Get familiar with the Solution Center
- Steer Builders to DOE Challenge Home
- Tell us how to improve research tools/resources
- Share ideas & hunches about next innovations
- Help figure out how to measure value of innovations
- Help tell the innovation story
- Compete to win the next Building America Top Innovation

IMAGINE  
*John Lennon*



MUSIC FROM THE ORIGINAL MOTION PICTURE



U.S. DEPARTMENT OF ENERGY  
**CHALLENGE  
HOME**

# Why Are We Here?

