



## Engagement Platforms

### Market Change through Stakeholder Engagement

The Energy Efficient Buildings Hub (EEB Hub) is working to reduce commercial building energy use in the Philadelphia region by 20% by 2020. To meet this goal, the EEB Hub must engage stakeholders, assess market strengths and weaknesses, and streamline retrofitting initiatives. “Engagement Platforms” – forums that bring together stakeholders and EEB Hub investigators to develop, test, and deploy EEB Hub initiatives – are an important part of the Hub’s approach. The Platforms allow EEB Hub researchers to work directly with local stakeholders, a strategy EEB Hub practitioners expect to increase the likelihood that members of the commercial building and energy community will adopt the EEB Hub’s innovative approaches.



Image from a [video](#) highlighting the collaborative opportunities offered by the Engagement Platforms

**Source:** Penn IUR

Each Platform consists of about two dozen stakeholders with common interests and expertise. At present, there are four Platforms: Building Owners, Operators, and Occupants; Architectural, Engineering, and Construction Firms; Retrofit Suppliers; and Retrofit Workforce, Educators, and Trainers. The EEB Hub plans to introduce Engagement Platforms centered on building data and on building retrofit finance. Each Platform contains a mix of professionals, firms, and skills. Platforms are led by EEB Hub researchers from the University of Pennsylvania, United Technologies Research Center, Penn State, and Bayer Material and co-chaired by local building industry professionals.

Over the course of a year, Platform members attend three to four workshops. At these workshops,



members are presented with tools and content developed by the Hub and weigh in on issues that influence their ability to carry out retrofits. For example, members of the Building Owners, Operators, and Occupants Platform convened in June 2012, to share their insights on green lease and energy-aligned lease strategies, which were developed to address the ubiquitous split incentives problem. In October, 2012, over twenty-five members of the Architecture, Engineering, and Construction Platform met to learn about the integrated design process for a medium-sized building, Building 661 at the Navy Yard, and to share their impressions of the advantages and limitations of integrated design.



Mark Hughes, the EEB Hub's Policy, Markets, and Behavior Team Leader, discussing the importance of the Engagement Platforms in [this video](#)

**Source:** Penn IUR

The EEB Hub held a kickoff event for Engagement Platforms on May 1-2, 2012, bringing together members from all four groups. Participants identified the most promising opportunities for catalyzing energy efficient retrofits in the Philadelphia region; a summary of this cross-Platform event is [available](#) on the EEB Hub website.

The EEB Hub intends to test and pilot research and tools for advanced energy retrofits in the region using the Platform members as expert reviewers and as a first external audience for Hub content and inquiry. This process is essential to EEB Hub success, as it ensures that interactions with the market are effective.

If you would like to join an EEB Hub Platform, [please apply here](#).