

# Energy Efficiency Program Design & Implementation



The course objective is to support any organization or individual who wants to offer energy efficiency programs, and to give advice and recommendations in order to avoid any costly mistakes resulting from a lack of knowledge or, most commonly, a lack of experience in this specialized field of activity. The session aims at reaching excellence by applying the “do the right thing, the right way, the first time” principle.

This is a one-day session covering a multitude of subjects essential to design Energy Efficiency and Demand Side Management programs. There is a two-day option for those

who wish to have an “In-Basket” session where they will design a new program of their choice based on what they learned in the previous day and/or their particular needs.

## Topics Covered

This session covers all activities and steps necessary to design and implement Energy Efficiency Programs of any kind and in any market. It is presented in seven modules:

- General Notions on Energy Efficiency
- Market Research
- Program Design
- Packaging and Marketing
- Implementation and Tracking
- Market Transformation Programs
- Program Evaluation

The session explains to trainees all the steps necessary to design, develop, market and implement energy efficiency programs, supported by specific examples of real situations experienced by the trainers over the last 30 years.

**Partner:** *This training is presented in collaboration with the Bureau d'Etudes Zariffa Inc.*



## Who should attend?

This short thematic course is ideal for the following clientele:

- Managers of energy efficiency cells or units
- Government, private or public agencies personnel offering energy efficiency programs and activities
- Regulatory energy or utility boards personnel
- Utilities personnel responsible for energy efficiency programs and activities

## Logistics

Regular fee:	\$495
Early Bird fee:	\$445
CEUs:	0.7
CSEP Points:	3

Visit [cietcanada.com](http://cietcanada.com) for more information on training options and registration or contact us at [info@cietcanada.com](mailto:info@cietcanada.com).

