ABOUT IMT
The Institute for Market Transformation (IMT) is a Washington, DC-based nonprofit organization promoting energy efficiency, green building, and environmental protection in the United States and abroad. We believe that energy efficiency is the pathway to a more sustainable and prosperous built environment for all.

WHAT IS MARKET TRANSFORMATION?
Market transformation is a process of strategic intervention in the market to bring about widespread, permanent change. For IMT, this means removing barriers to broader adoption of energy efficiency, as well as accelerating adoption. We prioritize long-term strategies rather than incentives or subsidies that may expire. The end goal is for energy efficiency to become standard in real estate, from affordable housing to Class A office buildings.

IMT’s work catalyzes action by individuals who are responsible for the design, construction, operation, financing, leasing, occupancy, and renovation of buildings. We seek to influence decision makers to work toward a continual cycle of improvement in buildings.

These areas of work all aim to increase energy efficiency in buildings by addressing market failures and achieving market transformation.

“We envision a future in which the social, environmental, and economic value of energy efficiency is realized, and all buildings are highly efficient.”
**OUR WORK**

The prevailing focus of IMT’s work is **energy efficiency in buildings**. Our activities include technical and market research, policy and program development, technical assistance, and promotion of best practices and knowledge exchange. All our work involves many collaborators and targets a broad range of stakeholders in both the public and private sectors.

In particular, IMT aims to strengthen market recognition of the link between buildings’ energy efficiency and their financial savings and value. IMT’s efforts lead to important new policy outcomes, widespread changes in practice, and ultimately, lasting market shifts toward greater energy efficiency, with substantial benefits for the economy and the environment.

Energy benchmarking—the practice of measuring building energy use—and disclosure of this information to the market is at the core of our policy work. **Benchmarking is the low-cost first step to improving a building’s efficiency.** IMT has advised and provided hands-on assistance to several large U.S. cities as they have moved to adopt and implement benchmarking regulations. We are now working to dramatically scale up this movement.

The City Energy Project, a joint, multiyear project of IMT and the Natural Resources Defense Council (NRDC), aims to improve the energy efficiency of existing buildings in 10 further cities around the country. **This partnership will support bold solutions that can be replicated by other municipalities nationwide and around the world to advance economic development and reduce carbon pollution.**

Demand for efficient buildings is growing, and research shows they are financially more competitive. Nevertheless, valuation of and financing for energy efficiency have not kept up. **IMT works closely with commercial real estate stakeholders to shape their sustainability initiatives so that both commercial owners and tenants are incentivized to be energy efficient.** Buildings save more energy when all of the parties in a real estate transaction are engaged in the improvement process. IMT also helps develop home appraisal and underwriting techniques that will spur a more efficient housing market. **The SAVE Act—legislation spearheaded by IMT—would give more Americans access to the affordable homes they want while making mortgage underwriting both stricter and fairer.**

Since 2011, IMT has served as the U.S. hub of the Global Buildings Performance Network (GBPN). **The mission of the GBPN is to significantly reduce greenhouse gas emissions associated with building energy use.** As the U.S. hub of the network, connected to hubs in Europe, China, and India, IMT can share best practices for improving energy efficiency with experts and advocates around the world.