

intermediaries, there tend to be many decision-makers who can thwart an innovation's progress, including energy service companies, builders, service personnel, architects, and others who may require additional information or convincing. This strategy may not be applicable where there are no identifiable key decision-makers or the number of decision-makers is too large to obtain consensus on issues.

2.5 WORKING WITH BROKER ORGANIZATIONS

This strategy uses trade, professional, and regulatory organizations to represent various building industry interests and act as "brokers" throughout the technology transfer process. Since many of these organizations have continuing contact with their members, have their members' confidence, and speak their language, they provide DOE with a useful information exchange system. Through it, user needs can often be assessed, innovations evaluated, and commercialization promoted at a relatively low level of transaction cost. On the other hand, the membership of any particular trade or professional organization may be limited, and its communication network may not be effective.

2.6 GENERATING END-USER DEMAND

In order to promote an innovation, it is often necessary to enlarge demand for the innovation and improve implementation techniques. Information programs - including the development of standardized testing procedures, rating systems, and performance standards and guidelines - can help end-users make more informed choices between energy alternatives, thereby enlarging demand. Providing adoption incentives and reducing barriers to appropriate use are alternative ways of enlarging demand. It is