

SESSION 21

MARKET TRANSFORMATION: APPLIANCES AND LIGHTING

Moderator: Li Pengcheng, CNIS

PAPERS:

Home Appliance Programs Hit the Wall

Jane S. Peters, Research Into Action, Inc.

Marti J. Frank, Research Into Action, Inc.

Caroline Chen, Southern California Edison

Evaluation of a Lighting Market Transformation Program in Australia – Outcomes and Attributions

George Wilkenfeld, George Wilkenfeld and Associates.

Using Experimental Designs to Evaluate New Program Initiatives

John Reed, Innovologie LLC.

SESSION SUMMARY:

Does the market transformation program hit the wall? This session will focus on the evaluation of market transformation program for appliances and lighting. The latest developments of market transformation programs in USA and Australia will be presented. The conclusions of the stories imply the opportunities to advance the market transformation programs.