

EVALUATING GLOBAL MARKET TRANSFORMATION: THE EFFICIENT LIGHTING INITIATIVE

Moderator: Luisa Freeman, Applied Energy Group, Inc.

PANELISTS:

Luisa Freeman, Applied Energy Group, Inc. – South Africa
Rafael Friedman, Pacific Gas & Electric – South American Countries
Barbara Atkinson, Lawrence Berkeley Laboratories – South American Countries
Joseph Lopes, Applied Energy Group, Inc. – Phillipines
Martin Adelaar, Marbek Consulting, LLP – European Countries
Iris Sulyma, BC Hydro International – European Countries

SUMMARY:

This panel will be comprised of principal investigators involved in the evaluation of the International Finance Corporation/Global Environment Facility's (IFC/GEF) Efficient Lighting Initiative, or ELI Program. The ELI market transformation program is being implemented in seven countries – South Africa, Peru, Argentina, Latvia, Hungary, Czech Republic and the Phillipines – and as such represents the first multiple-country market initiative of the World Bank and its agencies. While the program targets five basic market intervention strategies, each country may choose the initiatives and markets to be addressed. ELI is a three-year program, with the evaluation extending two years beyond the program's conclusion in an effort to measure sustaining effects in the countries' lighting markets. This project presents special evaluation challenges, the first of which is how to measure change not only temporally within each country, but also across and between countries and regions. The issue of measuring what changes can be directly attributable to a specific market intervention strategy is somewhat secondary to measuring the change itself (if any). Ultimately, we need to assess not only whether lighting penetrations were materially altered (in an accelerated manner above what would have otherwise occurred) by the program's efforts, but also the effect that such changes might have on greenhouse gas emissions in each country.

The panelists will consist of the ELI Evaluation Project Manager Luisa Freeman of the Applied Energy Group, Inc. moderating a team of Country Managers – principal investigators responsible for conducting the assessments of individual countries or regional groups.

The session will address the most challenging issues facing the team in conducting a multiple country, multiple market, multiple strategy program evaluation in seven countries, with five major languages over five years.