

SESSION 2B

ENERGY EFFICIENCY MARKET INTERVENTION: THEORETICAL PERSPECTIVES, ECONOMETRIC RESULTS

Moderator: Ralph Prah, Prah & Associates

PAPERS:

Does Talking About Barriers Just Get in the Way?

Miriam Goldberg, KEMA-XENERGY

Addicted to Rebates? Or Are They Just What the Doctor Ordered?

Jeff Erickson, PA Government Services, Inc.

An Era of Energy Efficiency in the Commercial Sector: Investigation and Findings

Marvin Horowitz, Demand Research

SESSION SUMMARY:

This session presents three broad-based papers about intervention in energy efficiency markets, including: a think piece on the usefulness of the concept of market barriers in analyzing markets and evaluating programs; an assessment of the proper role of rebates in mounting successful programs; and an econometric analysis of the cumulative, nation-wide savings from commercial sector energy efficiency programs and policies over the past decade.

