

SESSION 5A

SOWING THE SEEDS OF CHANGE...

Moderator: Kirsten Dyhr-Mikkelsen, Ea Energy Analyses

PAPERS:

Community Based Efficiency Programs: they Sound Sexy, But Do They Work?

Linda Dethman, The Cadmus Group

Measuring the Impact of Social Marketing and Outreach

Carmen Barker Lemay, Integrative Growth, Inc.

Jean Bardeaux, Xcel Energy, Inc.

Cheryl Winch, The Cadmus Group

Efficiency 101 on the Doorstep: Measuring the Impact of a Community-Driven CFL Campaign

Chris Granda, Grasteu Associates

Mary Worzala, AED

Stuart Hickox, OneChange