

6 – Market Transformation: Taking Efficiency Mainstream

Transforming Ourselves While Transforming the Market: Turning Technical Expertise into the Consumer Guide to Home Energy Savings

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Jennifer Amann, American Council for an Energy-Efficient Economy
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Walking the Aisles: Designing Research to Understand CFL Purchase Motivations at the Time of Sale

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Kathleen Gaffney, KEMA, Inc.
Kevin Price, KEMA, Inc.

Estimating Energy Savings for a Commercial Market Transformation Initiative

Cathy Chappell, Heschong Mahone Group, Inc.
David Cohan, Northwest Energy Efficiency Alliance

Case Study: The Effectiveness of Zero Energy Home Strategies in the Marketplace

Bill Dakin, Davis Energy Group, Inc.
David Springer, Davis Energy Group, Inc.
Bill Kelly, SunPower Corporation

Cooking Up a New Approach for Program Design II: A Recipe for Success

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Marilyn Dare, New York State Research and Development Authority
Andy Doeschot, Pacific Gas and Electric Company
Al Dietemann, Seattle Public Utilities
Ella Abadir, Southern California Gas Company
Kate Lewis, U.S. Environmental Protection Agency
Mindy Guilfoyle, Wisconsin Focus on Energy

CFLs, Mercury and Mayhem! The Energy Efficiency Community Responds

Vicki Fulbright Calwell, Ecos Consulting
Peter Banwell, U.S. Environmental Protection Agency

Changing Behaviors: Market Transformation Web Sites as Online Narrative

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Industry-Led Market Transformation

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Industry Scalable Commercial Lighting Solutions for the Mainstream Market

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It's the Size of the Reduction Target, Stupid! The Need for a Wholesale Re-Think of Energy Efficiency Policy in UK Housing

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**Transforming the Residential Buildings Market through High Performance Homes and a National Home Performance Label:
The DOE Builders Challenge**

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LED Lighting: Applying Lessons Learned from the CFL Experience

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Greening Leased Spaces: Opportunities and Challenges

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Sean Ivery, Navigant Consulting, Inc.

Claire M. Gagne, Navigant Consulting, Inc.

Kif Scheuer, Strategic Energy Innovations

Market Penetration of ENERGY STAR Qualified Appliances: An Analysis of Various Predictor Variables

Bill McNary, D&R International, Ltd.

Magical Mystery Devices or Not: How Do LED Lamps and Luminaires Really Measure-Up?

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Jeff McCullough, Pacific Northwest National Laboratory

Heidi Stewart, Pacific Northwest National Laboratory

80 PLUS: Market Impacts and Lessons Learned

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Are We There Yet? An Assessment of a Decade of Lighting Market Transformation Efforts

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ENERGY STAR Quantity Quotes: A New Tool for Reaching Large Purchasers of Energy-Efficient Products

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Dana Zipser Schallheim, D&R International, Ltd.

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ENERGY STAR Qualified Fixtures See the Light of Day: How the Puget Sound Effort Changed the Market

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Sheryl Bunn, Ecos Consulting
Emily Pearce, Ecos Consulting
Kathy Mann, Ecos Consulting
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A Bright Idea in Commercial Lighting: New Brunswick's Success with an Upstream Incentive Approach

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Gabe Arnold, Efficiency Vermont

Selling Efficiency amid the Green Revolution: Innovative Marketing Approaches at Three Statewide Efficiency Programs

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Leigh Winterbottom, Vermont Energy Investment Corporation
Jan Schaeffer, Energy Trust of Oregon

Market Transformation and Guiding Principles of Sustainability

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The Greening of Retail: Opportunities for Increased Retail Engagement on Energy Efficiency

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Residential Building Code Change: Market Transformation Success, Back to the Beginning for ENERGY STAR Homes Program Implementation

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Brady Peeks, Energy Trust of Oregon

Impacts of Advertising on Market Transformation: A Case Study of PG&E's 2007 CFL Marketing Campaign

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