

Transforming Residential Appliance Markets: Integrating Product Standards, Labeling, and Incentives

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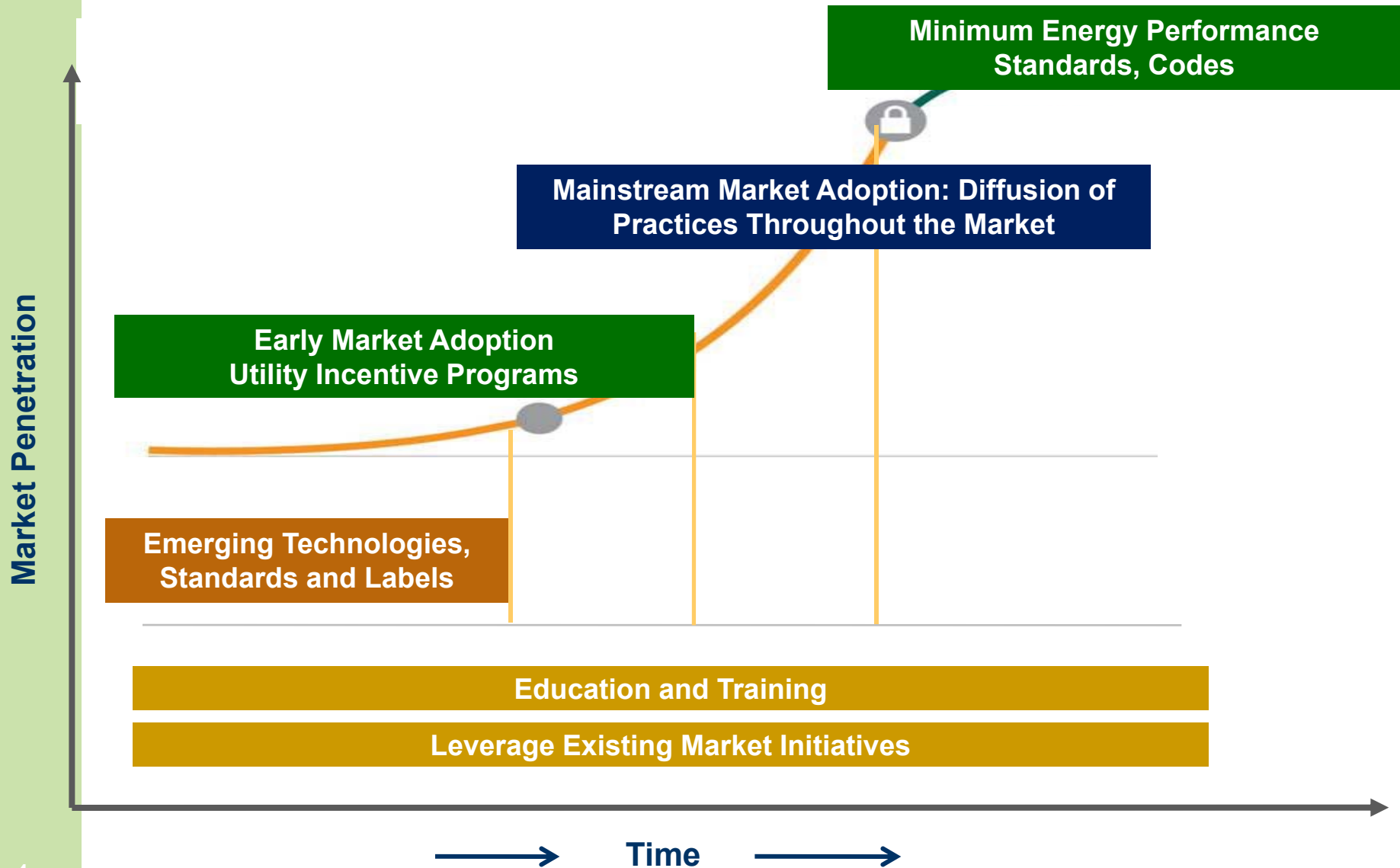
Introduction

- Residential lighting and appliances are major consumers of electricity and a variety of tools (product standards, labelling, incentives) have been used to encourage residential consumers to purchase energy efficient appliances and lighting
- Purpose of this panel is to: (i) present a number of market transformation case studies and (ii) discuss some key questions about market transformation in light of these case studies and the experiences of the audience

Panel Members

- Allen Lee, Cadmus
- Alice Rosenberg, Consortium for Energy Efficiency
- Iris Sulyma, Research4Results
- Timothy Sutherland, Navigant

Market Adoption Curve and Policy Tools



Some Discussion Questions

- How successful has the traditional MT paradigm been in transforming residential appliance and lighting markets? Where has it been successful and where not?
- Does the traditional paradigm need to be redefined in view of changes in residential appliance and lighting markets and the regulatory environment? If so, how should it be changed?
- What should be the focus of appliance and lighting MT over the next five years? Which products should be emphasized?
- What should be the key MT metrics (customer awareness, purchase intent, trade ally awareness, stocking behaviour, sales, prices, market share, others)?