

ACEEE 2015 MT SYMPOSIUM

EVALUATING AND MODELING THE IMPACT OF MARKET TRANSFORMATION PROGRAMS

MT IS ALL AROUND US



WHAT IF WE POSITED...



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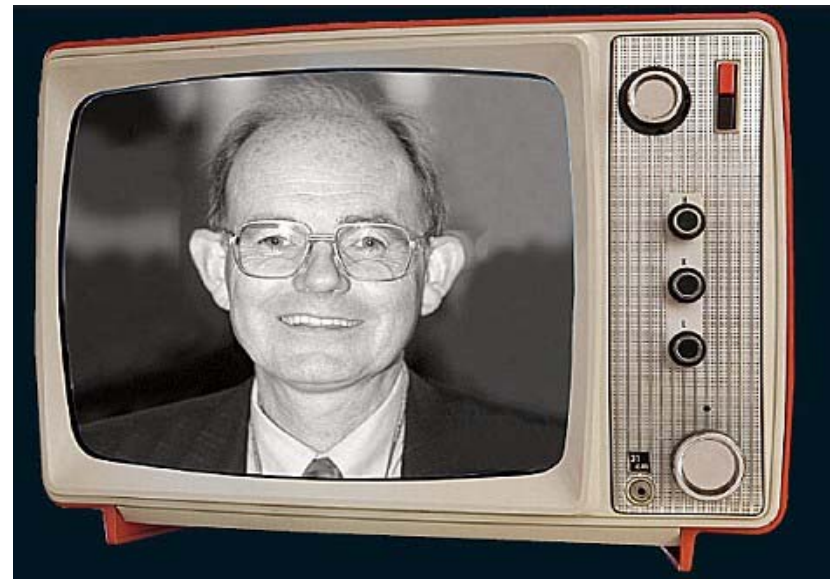


OR





AS



FLUORESCENT LIGHTING BALLASTS

*Economic Indicators of Market Transformation:
Energy Efficient Lighting and EPA's Green Lights*
(The Energy Journal, Vol. 22, No. 4, Fall 2001, pp. 95-122)

electronic ballasts : high power
factor magnetic ballasts (1985-2000)

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high power factor : low power
factor magnetic ballasts (1959-1985)

DYNAMIC PRICES, PUBLIC PROGRAMS

Shipments (1986-2000)	Ballasts (thd)	%
Total Electronic Ballasts	305,205	100.0
Market Demand Model		
Price Ratio Effect	79,523	26.1
Public Program Effect	225,682	73.9

THANK YOU

Please contact me if you'd like to discuss any of these topics further:

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