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Using Program Theory and Logic to Improve Design and Likelihood of Real Market Change: Experience with a State Public Benefits Program

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Education by Design: Creating Lasting Market Behavior Change through Education & Training

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Taking a Holistic Approach to Markets: How Efficiency Vermont's Transition from Programs to Markets Is Changing the Way Energy Efficiency Services Are Developed and Delivered

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Harnessing the Financial Marketplace to Motivate Energy Performance: Experience with Institutional Investor Endorsers

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Fran Teplitz, Social Investment Forum
Don Anderson, ICF Consulting

Energy Savings Estimates of Light Emitting Diodes in Niche Lighting Applications

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Addressing Uncertainty in the Evaluation of Market Transformation Activities

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Daniel Violette, Summit Blue Consulting, LLC
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The ABCs of Transforming a School Market

Amy Cortese, Northwest Energy Efficiency Alliance
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Developing a Next-Generation Community College Curriculum for Energy-Efficient High-Performance Building Operations

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Identifying and Enhancing Energy Program Portfolio Synergies: The New York Experience

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Five A's: Barrier Classification and Market Transformation Program Design for Energy Efficient Technologies

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Breaking Barriers by Design: Collaborative Approach Delivers Significant Results

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How to Catch More Flies with Honey and Vinegar: Integrating Voluntary Programs with Codes and Standards in California

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Advanced Circuit Rider (Technical Assistance) Programs to Enhance Deployment of New Energy Efficient Technologies

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We Should Pay More Attention to How We Operationalize Program Interventions

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Results from the Efficient Lighting Initiative: Amazing Outcomes and Implications for Market Transformation

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Energy-Efficient Purchasing by State and Local Government: Triggering a Landslide down the Slippery Slope to Market Transformation

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Learning to Play Well with Others: Obtaining Shipment and Sales Data through Long-Term Relationships with Manufacturers

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Upstream Solutions to Downstream Problems: Working with the HVAC and Efficiency Communities to Improve Field Performance of Small Commercial Rooftop Units

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Getting Energy Efficiency Innovations off the Shelf

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Shining the Spotlight on Fixtures: Showcasing Showrooms to Increase Market Penetration of ENERGY STAR® Light Fixtures

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Reflector CFLs: Friend or Foe?

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The Inventions & Innovation Program: Inventors and Very Small Businesses Solving Big Energy Problems

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Assessment of Energy Savings Potential of Products and Technologies

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Successfully Advancing Energy Conservation Efforts in Mexico

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Emerging Technologies/Practices: Finding the Next Generation

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Improving Residential HVAC Installation Practices by Transforming National Markets

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Glenn Hourahan, Air Conditioning Contractors of America
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Market Transformation: What Is Happening and Why?

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How Do We Measure Market Effects? Counting the Ways, and Why It Matters

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Building Performance Services: Engaging the Market to Encourage Better Commercial Building Operating Performance

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Why Hungary? Lessons Learned from the Success of the Hungarian ESCO Industry

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Efficient Techniques for Estimating Baseline and Market Shares Projections from Market Transformation Interventions

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