

A utility worker wearing a bright yellow-green hard hat with the Ameren logo, safety glasses, a high-visibility yellow-green vest, and a brown leather safety harness. He is looking off to the side with a focused expression. The background shows a blurred industrial setting with power lines and structures.

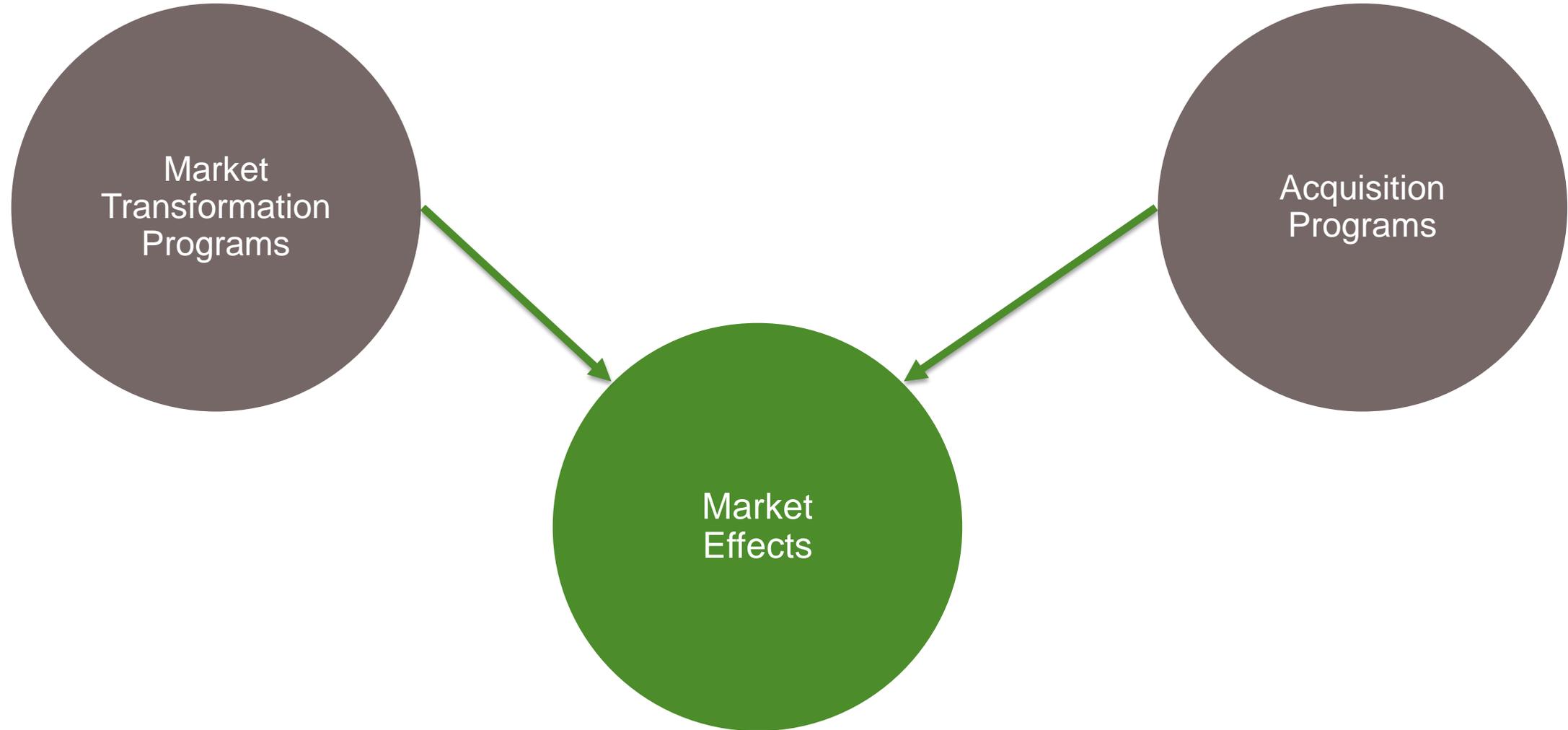
Market Effects Discussion

Market Effects

2020 Illinois Statewide Technical Reference Manual for Energy Efficiency Version 8.0.

- “A change in the structure of a market or the behavior of participants in a market that is reflective of an increase (or decrease) in the adoption of energy efficient products, services, or practices and is causally related to market interventions (e.g., programs). Examples of market effects include increased levels of awareness of energy-efficient technologies among customers and suppliers, increased availability of energy-efficient technologies through retail channels, reduced prices for energy-efficient models, build-out of energy-efficient model lines, and—the end goal— _increased market shares for energy-efficient goods, services, and design practices.”

Where Market Effects are Generated?



Exploring for Market Effects

Creating Changes in...

- Market Effects – Supply Side

- Availability of products/services
- Trade-ally knowledge/knowhow
- Increased trade ally or market actor advertising/promotion
- Stocking and/or distribution patterns and practices

- Market Effects – Demand Side

- Awareness
- Attitude
- Consumer or purchaser satisfaction
- Market share/sales

Capturing & Tracking Market Effects



Market Effects

A discussion of scope and scale

- **Question:** Should studies incorporate the markets outside of Ameren Illinois and Commonwealth Edison Co. in areas that do not have EE programs, can savings from market effects be claimed?

