



**National Lighting Partner Meeting  
March 1-3, 2006**

**ADDRESSING MARKET CHALLENGES**

# Market Barriers – Consumer Adoption



- Lack of awareness
- Don't understand benefits
- Product availability
- High transaction costs and complexity
- Negative perceptions
- Finding replacement lamps
- Disposal issues

# Market Barriers – Manufacturers, EEPS, Retailers



- Programs challenging for manufacturers and retailers
- Utilities must demonstrate energy savings, meet regulatory hurdles
- Business risks, uncertainties

# Issues for Discussion



- Which challenges take highest priority?
- Which are best addressed through coordinated efforts?