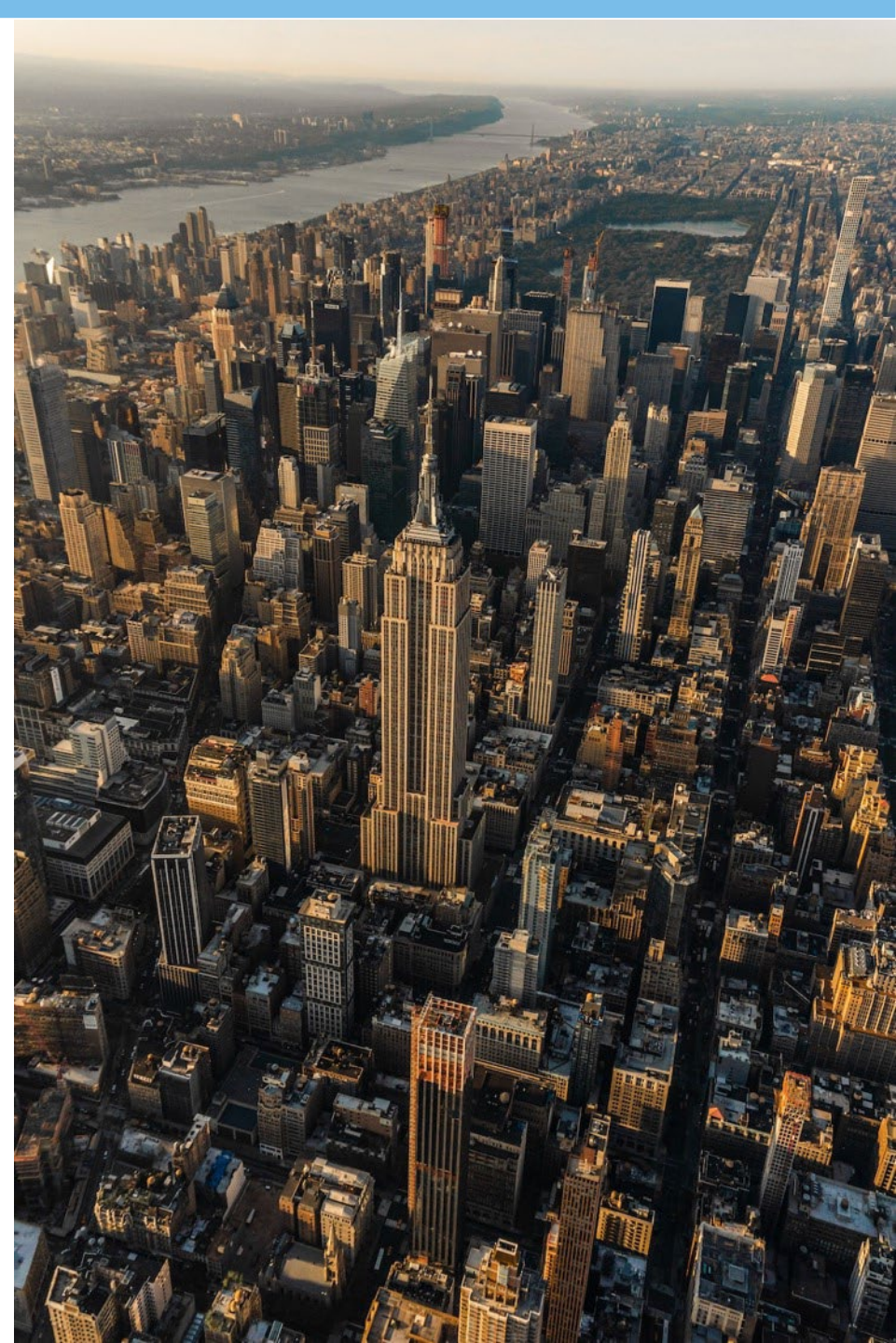


Global CO₂ emissions by sector. Adapted from the UNEP 2019 Global Status Report and OurWorldInData.org, based on data from Climate Watch and the World Resources Institute.

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Market transformation means a reduction in market barriers due to a market intervention, as evidenced by a set of market effects, that lasts after the intervention has been withdrawn, reduced, or changed.

Eto, J., R. Pahl, and J. Schlegel. 1996. A Scoping Study on Energy-Efficiency Market Transformation by California Utility DSM Programs. Prepared by Berkeley Lab. Washington, DC: DOE. emp.lbl.gov/publications/scoping-study-energy-efficiency.

Market Adoption Curve

