Evaluation of a Regional Compact Fluorescent Lamp Electricity Efficiency Pilot Program in New Zealand

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Abstract

The Electricity Commission of New Zealand (Commission), the electricity industry regulator, implemented a pilot residential compact fluorescent lamp (CFL) program to evaluate CFL effectiveness in improving electricity efficiency prior to a national rollout. The Commission’s electricity efficiency activities are funded by a levy on electric energy sold. The Commission implemented the pilot in partnership with the local network company and the predominate generator/retailer in the area. CFL distribution was through a national grocery supermarket chain. Commission and partner funding, including a zero retail margin contributed by the supermarket, significantly reduced the cost of the product to consumers. Evaluation elements of the pilot program were designed to assess the outcomes of the pilot and to inform the final program design prior to a national rollout. The main objectives of the evaluation work were to assess actual electricity savings, peak demand reductions, marketing and delivery channels, consumer acceptance of the technology and changes in consumer behaviour.

The evaluation work included two telephone surveys and in-home data logging of CFL usage.