Data for energy: building interactive tools to inform consumer purchasing decisions

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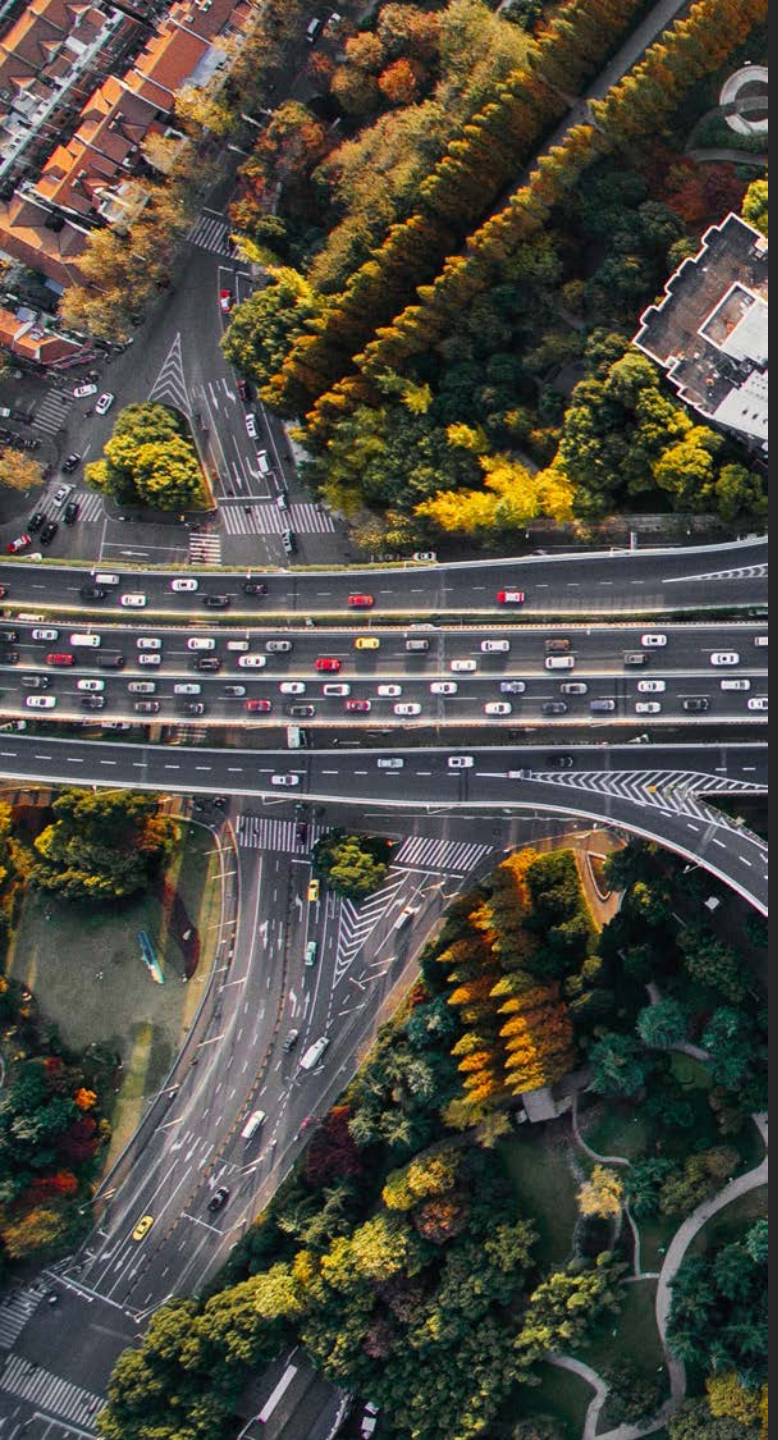
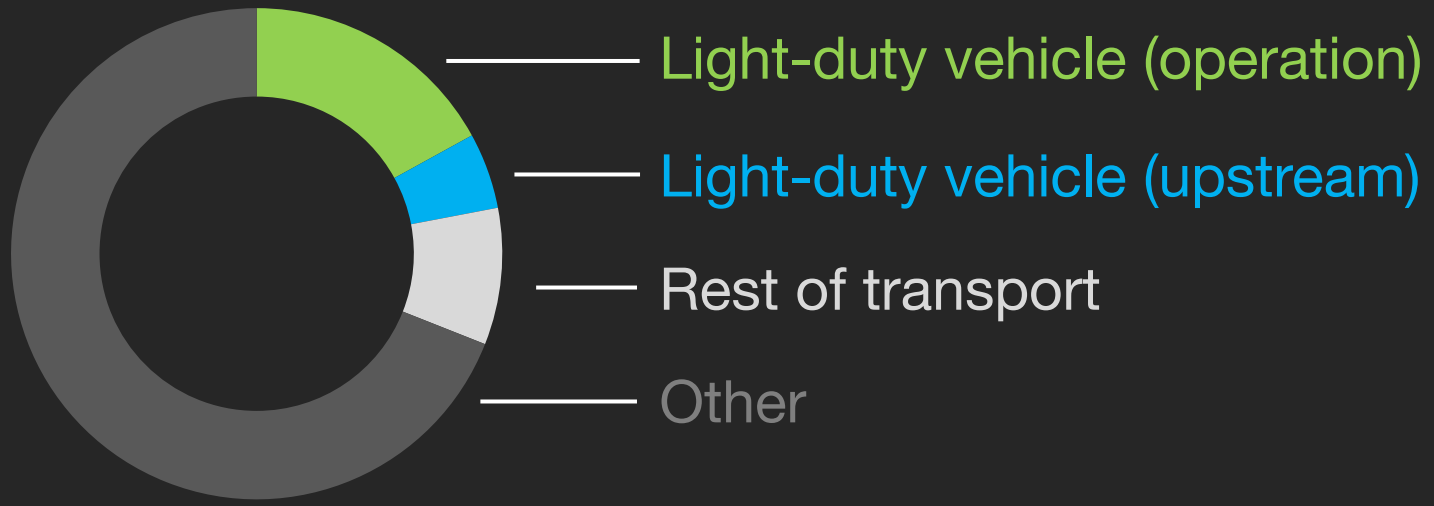
ENERGY MODELING

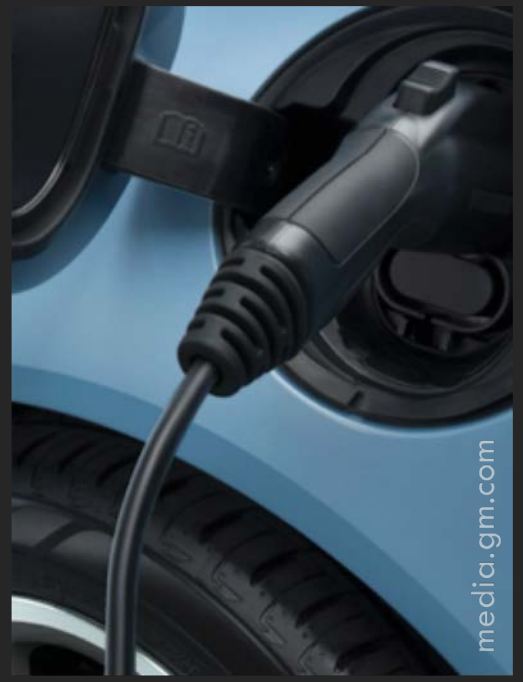


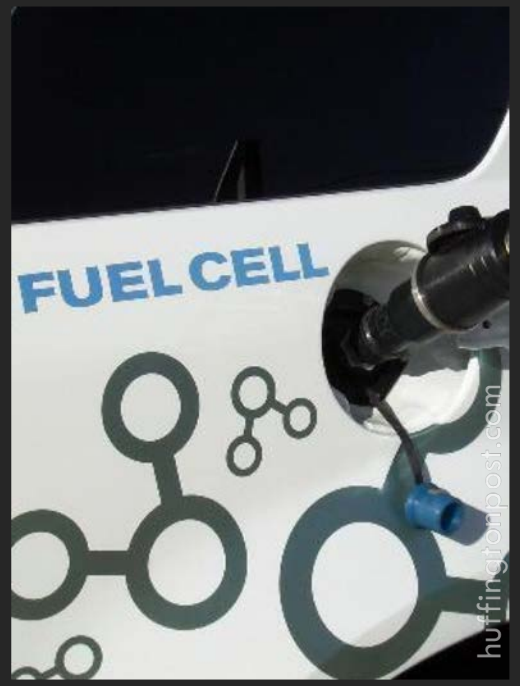
2014 U.S. greenhouse gas emissions



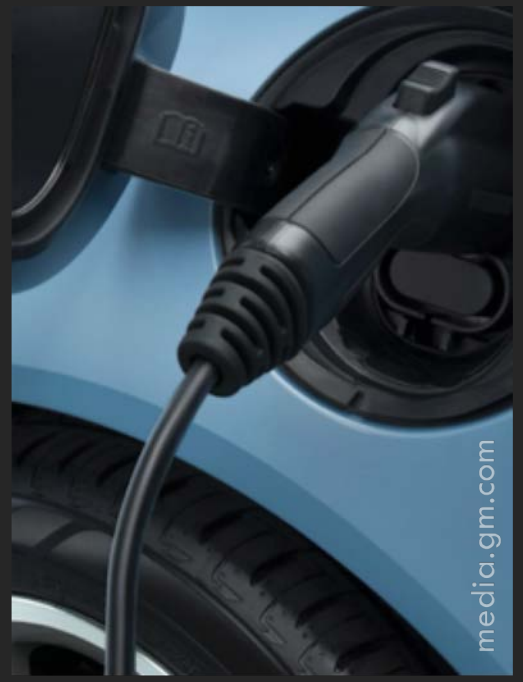
IEA 2012, EPA 2015

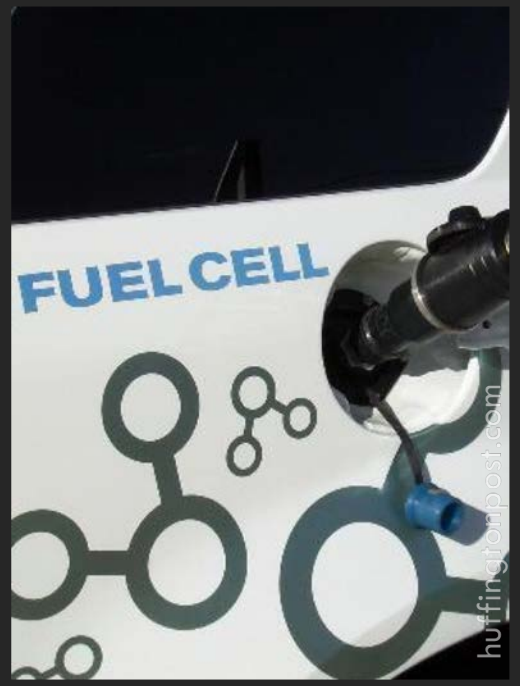
Technological alternatives to reduce emissions





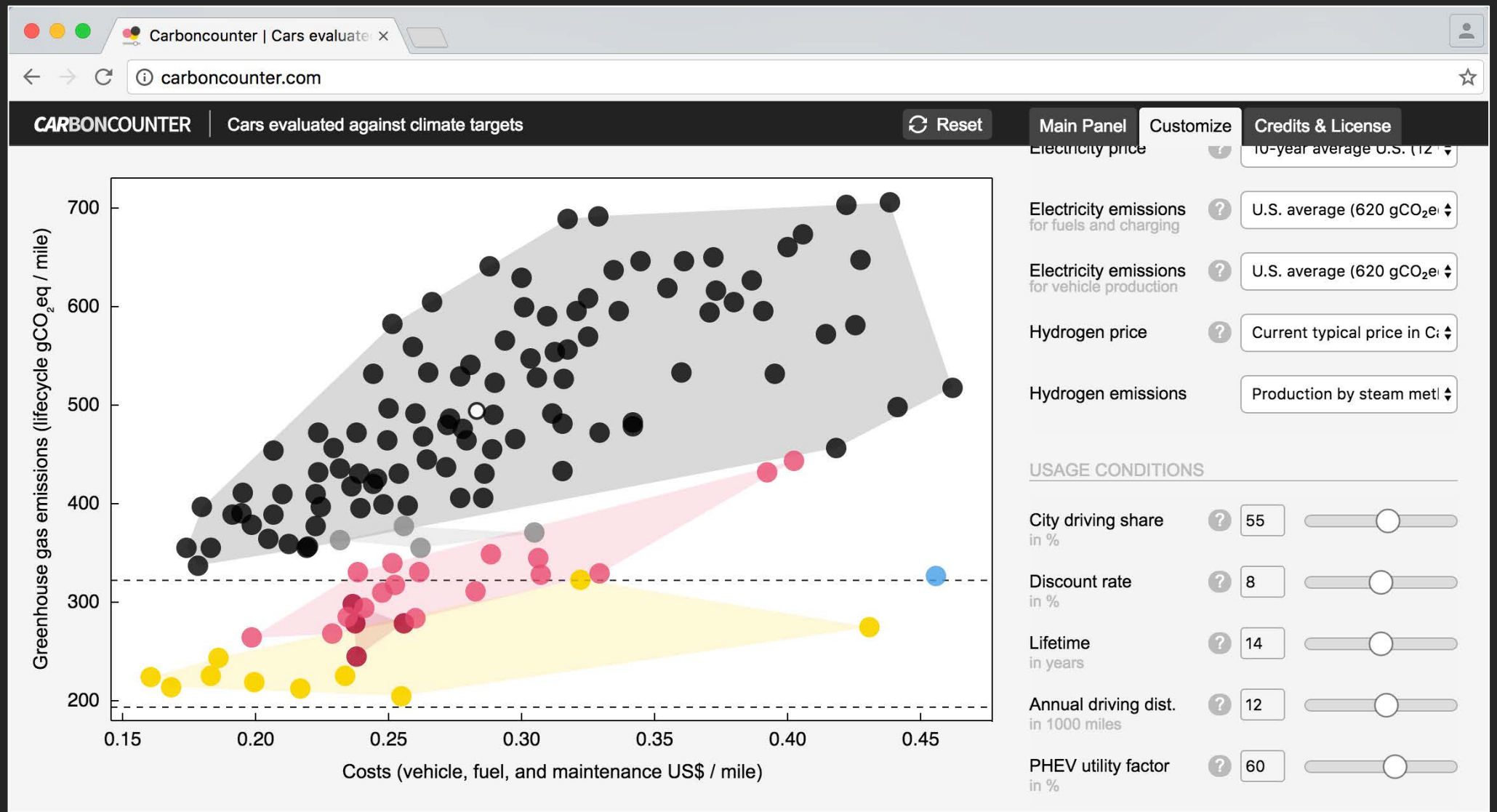
Technological alternatives to reduce emissions





- By how much do these technologies reduce emissions, what are the costs to consumers, and what do emissions and costs depend on?

Carboncounter.com



Carboncounter.com

https://www.youtube.com/watch?v=Dh0FzB6Jvo8&t=41s

Lessons learned

1. Interactive publication of research results gained a lot of media attention.
2. There is high demand for such information by consumers.
3. This type of information can influence consumer’s purchasing decisions

Thank You

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