Title

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Capitalize only first letter of first word in frame title

A holistic approach would yield gross energy savings worth more than $1.2 trillion, well above the $520 billion needed through 2020 for upfront investment in efficiency measures ...
Such a program is estimated to reduce end-use energy consumption in 2020 by 9.1 quadrillion BTUs, roughly 23 percent of projected demand, potentially abating up to 1.1 gigatons of greenhouse gases annually.

-McKinsey & Co. (2009): *Unlocking Energy Efficiency in the US Economy*

Suggestion: Energy efficiency is a "win-win"

Example text

- "Reduced form approach to behavioral public economics"
  - Allcott and Taubinsky (2015), Chetty (2015), Mullainathan, Schwartzstein, and Congdon (2012)
- Unit demand, with two goods: $j \in \{E, I\}$
- Perfectly competitive supply
  - $c = c_E - c_I$ =Relative marginal cost
  - Policymaker sets subsidy s for good E
  - $p = c - s$ =Relative price
- $v = v_E - v_I$ =Consumers' true relative utility from E, $\sim F(v)$
- b =Bias, $\sim G(b|v)$
- $\hat{v} = v - b$ =Consumers' perceived utility, $\sim H(\hat{v})$
- $D_B(p) = 1 - H(p)$ =Market demand curve
- $B(p) = E_G(b|v - b = p)$ =*Average marginal bias* at price p

Example table with limited height

	(1)	(2)
	Wisconsin Programs	National Programs
Electricity ($/kWh)		
Retail price	0.138	0.139
Wholesale price	0.034	0.049
Climate externality	0.024	0.023
SO2/NOx/PM externality	0.069	0.048
Retail price-social cost	**0.011**	**0.019**
Natural gas ($/therm)		
Retail price	0.818	1.10
Citygate price	0.544	0.53
Climate externality	0.35	0.35
SO2/NOx/PM externality	0.10	0.09
Retail price-social cost	**-0.18**	**0.13**
Heating oil ($/gallon)		
Price	3.50	3.82
Climate externality	0.48	0.48
SO2/NOx/PM externality	1.19	1.14
Retail price-social cost	**-1.67**	**-1.62**

Example figure