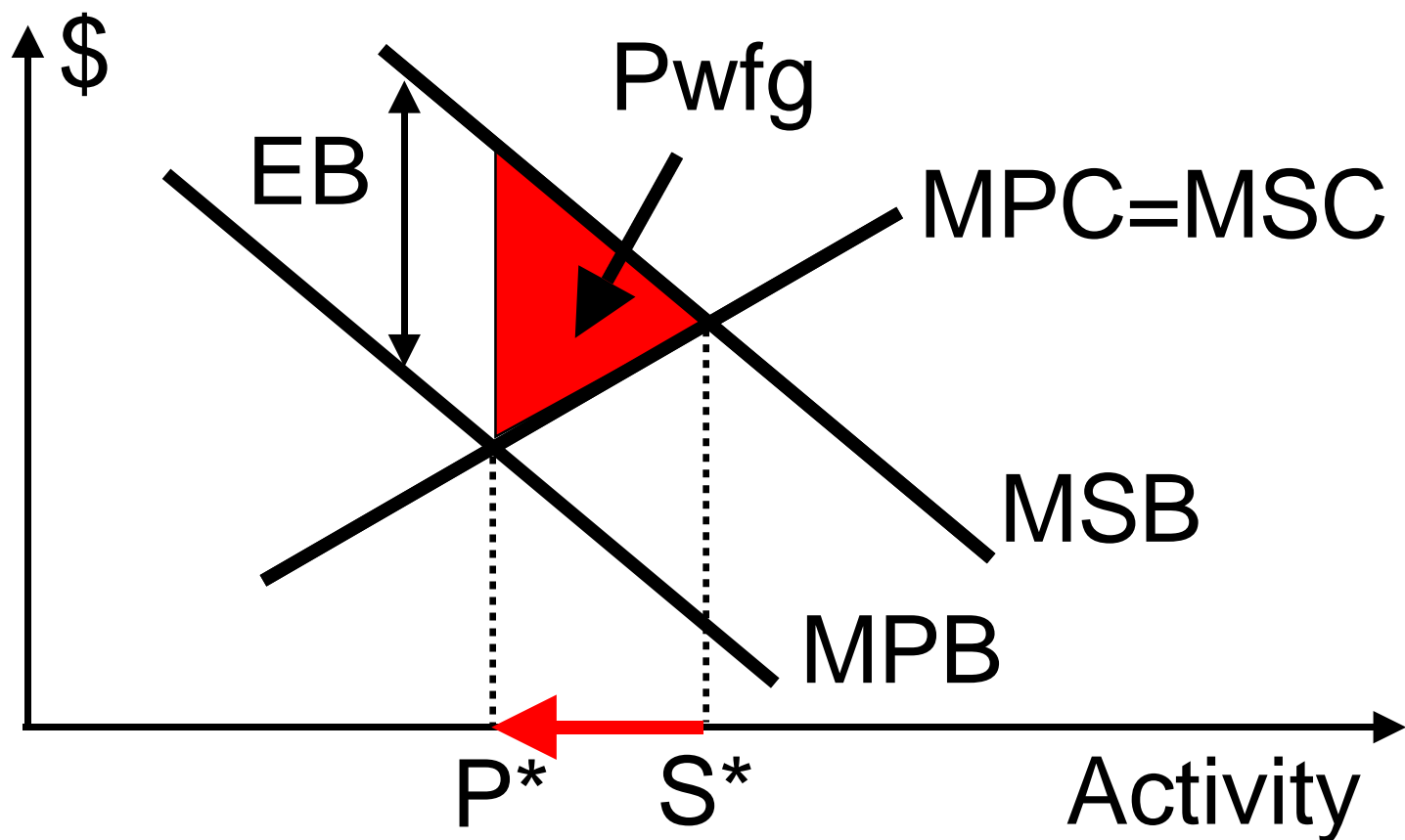


Externality (positive)

by consumption, ex.: Vaccinations



- MPC: Marginal private costs
- MSC: Marginal social costs
- MPB: Marginal private benefits
- MSB: Marginal social benefits
- EB: External benefits
- S^*/P^* : Social/private optimum
- Pwfg: Potential welfare gain