



November 17 – 20, 2013

BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

Hyatt Regency Hotel, Sacramento, CA

SCHEDULE AT A GLANCE



SUNDAY, NOVEMBER 17						
10:00–6:00 <i>Pre-Conference Workshops</i>						
7:00–9:00 Registration 6–9 PM KICK-OFF PROGRAM & DESSERT RECEPTION <i>(Regency Ballroom)</i>						
DAY 2 MONDAY, NOVEMBER 18						
7:00–8:15 Continental Breakfast & Registration						
8:15–10:00 OPENING PLENARY & KEYNOTE <i>(Regency Ballroom)</i>						
10:00–10:30 Morning Break						
Topic Session 1 10:30–12:00	1A <i>(Regency D)</i> Frontiers in Research <i>Lightning Session</i>	1B <i>(Regency E)</i> Social Media	1C <i>(Carmel)</i> Application of Behavior Theory to Improve Transportation Design	1D <i>(Golden State)</i> Engaging...with Games, Incentives and Fun!	1E <i>(Regency F)</i> Driving Sustainable Behavior: Engaging Individuals	1F* <i>(Big Sur)</i> Using Experimental Design to Evaluate Behavior Programs
12 noon–1:30 PM LUNCH <i>(Regency Ballroom)</i>						
Topic Session 2 1:30–3:00	2A <i>(Regency D)</i> Greening the Workplace <i>Lightning Session</i>	2B <i>(Regency E)</i> Can "Big Data" Live Up to the Hype?	2C <i>(Regency F)</i> Conservatives and Liberals: Political Affiliation & Marketing	2D <i>(Carmel)</i> Leaving the Car at Home	2E <i>(Golden State)</i> Different Social Science Perspectives on Behavior	2F* <i>(Big Sur)</i> Modeling Energy Use & Mitigation Opportunities
3:00–3:30 Afternoon Break						
Spotlights 3:30–5:00 PM	GREEN BUTTON, WHITE HATS: THE ROLE OF BIG DATA IN ENERGY EFFICIENCY AND BEHAVIOR <i>(Regency A, B & C)</i>			SPOTLIGHT ON BEHAVIOR AND THE FUTURE <i>(Regency D, E & F)</i>		
Free time for Networking and Poster Preparation						
6:30–8:30 POSTER SESSION & RECEPTION <i>(Regency Ballroom)</i>						
DAY 3 TUESDAY, NOVEMBER 19						
7:30–8:30 Continental Breakfast						
Spotlights 8:30–10:00 AM	THE EVOLVING FIELDS OF BEHAVIORAL ECONOMICS AND BEHAVIORAL FINANCE <i>(Regency A, B, C)</i>			FOOD, CLIMATE AND ENERGY: WHAT WORKS (AND DOESN'T) FOR BEHAVIOR CHANGE <i>(Regency D, E, F)</i>		
10:00–10:30 Morning Break						
Topic Session 3 10:30–12:00	3A <i>(Regency D)</i> Community Programs <i>Lightning Session</i>	3B <i>(Regency E)</i> Storytelling	3C <i>(Big Sur)</i> Net Zero Building	3D <i>(Golden State)</i> Feedback on the Cost of Driving	3E <i>(Carmel)</i> Framing Climate Change Adaptation & Health Outcomes	3F* <i>(Regency F)</i> Energy Use Uncovered Using Smart Meter Data
12 noon–1:30 PM LUNCH						
Topic Session 4 1:30–3:00	4A <i>(Regency D)</i> Marketing <i>Lightning Session</i>	4B <i>(Carmel)</i> How We Understand & Frame Energy & Environment	4C <i>(Golden State)</i> New Territory for Targeted Programs	4D <i>(Regency E)</i> Increasing Engagement in Energy Programs	4E <i>(Regency F)</i> Influencing Behavior through Pricing, Information & Tech	4F* <i>(Big Sur)</i> Methods for Getting the Information You Really Wanted
3:00–3:30 Afternoon Break						
Topic Session 5 3:30–5:00	5A <i>(Regency D)</i> Program Design <i>Lightning Session</i>	5B <i>(Golden State)</i> Reaching Low Income Households	5C <i>(Regency E)</i> Utilities Combine Market Intel with Behavior Tools	5D <i>(Regency F)</i> Making PEV Work for More People	5E <i>(Carmel)</i> Marketing Strategies for Program Design	5F* <i>(Big Sur)</i> The Holy Grail or Smart Meter Data
5:15–6:30 FILM FESTIVAL <i>(Regency A, B, C.)</i>						
Dinner on your own						
7:30–9:30 PARTICIPANT ORGANIZED SESSIONS <i>(Check bulletin board by registration desk for rooms)</i>						
DAY 4 WEDNESDAY, NOVEMBER 20						
7:30–8:30 Continental Breakfast						
Topic Session 6 8:30–10:00	6A <i>(Regency D)</i> Technology & Behavior <i>Lightning Session</i>	6B <i>(Regency B)</i> Games, Competitions & Social Influence	6C <i>(Regency A)</i> Organizational Change Management	6D <i>(Regency C)</i> Heard It From a Friend: Social Networks Drive Change	6E <i>(Regency F)</i> Best Practices in Program Design	6F* <i>(Regency E)</i> Behavioral Economics
10:00–10:30 Morning Break						
Topic Session 7 10:30–12:00 noon	7A <i>(Regency D)</i> Schools <i>Lightning Session</i>	Save the Date BECC 2014 December 7 - 10 Washington, DC	7C <i>(Regency B)</i> Strategic Energy Management in Businesses	7D <i>(Regency C)</i> Program Design in Messy Situations	7E <i>(Regency E)</i> Achieving Persistence	7F* <i>(Regency A)</i> Big Data – Smart Meters – Buildings
1:00–3:30 <i>Post-Conference Workshops</i>						

* Paper sessions