

## 2012 BECC Conference: Poster Presenter Abstracts

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### ***Building Communities: Organizational Culture, Energy-Efficiency Adoption, and Occupant Behaviour in Commercial Property***

Axon et al. (2012) argue that reducing energy use in tenanted commercial property requires greater understanding of buildings as “communities of practice” in order to maximize the potential for energy efficiency and demand reduction. This paper extends the “building communities” framework by examining the literature underpinning the relationship between organizational culture, energy-efficiency adoption, and occupant behaviors. The paper begins by reviewing the literature on stakeholder engagement and characterizing ways of understanding the relationships between people, energy and buildings. This literature tends to address either organizational choices, or occupant engagement, but it rarely crosses the analytical boundaries between these two groups. The paper explores these different types of behavior within a 3C’s-- “concern, capacity, and conditions”-- framework. The analysis reveals gaps and grey areas between organizational culture, occupant behavior, and technology adoption where further conservation opportunities may lie. Real world examples of energy opportunities that lie inside these grey areas but outside the standard frames are given. In conclusion, the paper argues that the concept of a building community is useful in knitting together the organizational cultures and individual behaviors that influence the adoption (and rejection) of energy efficiency strategies within tenanted and owner-occupied commercial properties. It may also serve to identify further opportunities that lie between and beyond these levels of analysis.