

Re-framing Energy for the 21st Century: A Human Systems Approach

Sea Rotmann, IEA-DSM Task 24; John A. "Skip" Laitner, Association for Environmental Studies and Sciences (AESS); and Beth Karlin, UC Irvine

Sunday, October 18th

1:30 – 5:30 pm (includes 1 break | no lunch)

Fee: \$150

Workshop limited to 25 participants

The emerging evidence suggests that our current economic and climate change paradigms need a radical shift with regard to the energy system. Critical to that view is understanding our own role(s), both as end users and as 'behavior changers' (i.e., the people who are designing, implementing and evaluating interventions to change end user behavior).

This workshop is designed to help energy "behavior changers" re-frame energy for the 21st century and use a human-centered energy system framework to redesign our approach to the work that we do. It is being held in conjunction with the International Energy Agency Demand Side Management Programme (IEA-DSM) Task 24, called 'Helping the Behavior Changers', and will both share insights from the first three years of the Task and invite participants to inform and participate in future work scheduled through 2018. The afternoon will be divided into three parts:

- (1) re-framing the economic imperative,
- (2) re-framing the energy system, and
- (3) re-framing our energy stories.

The first part, led by John "Skip" Laitner, will re-frame the current perspective on energy economics. It will explore new terms and concepts—many of which are familiar to physicists and engineers, but may not be part of normal policy discussion. As Skip will discuss, the current system of economic accounts limits insights and understanding about: (1) the current dynamics of productivity improvements and routine economic activity; and (2) the mix of price signals, policies, behaviors, and incentives designed to redirect purposeful effort and productive investment. Applying these insights has the potential to transform the economy into one that provides both social and environmental well-being, and that is also sustainable over the long run.

The second part, led by Dr. Sea Rotmann, will run through the IEA-DSM Task 24 Behavior Changer framework, which re-frames the energy system through the human, rather than the technocratic lens. Participants will co-create their own Behavior Changer framework, which will help identify the various mandates, roles, barriers, drivers and restrictions for each behavior changer sectors - Government ('the Decisionmakers'), Industry ('the Providers'), Research ('the Experts'), The Third Sector ('the Conscience') and Intermediaries ('the Doers'). We will then map our relationships with each other and with the end user, whose behavior we ultimately would like to change.

The third part, led by Beth Karlin, will explore the role of effective storytelling in energy policy and practice. There are many different stories that can be told, and many different ways in which we tell stories, depending on the audience. Stories that are universal, easily understood, and memorable can help us overcome interdisciplinary jargon and ultimately break down silos between the different behavior changers and the end user. Beth will share insights from the science of storytelling and engage participants in creating their own energy narratives that can be used throughout the conference and beyond.

Workshop format: Lecture and some group activities with interactive group tasks

Who should attend: Participants in all behavior changer sectors, from researchers to policymakers to practitioners. We are using a Collective Impact approach to bring people together and find a common language (by using narratives) to design better behavior change interventions.

About the instructors:



Dr Sea Rotmann has had a long and varied career in all matters sustainability and behaviour change - in research, policy and implementation. In late 2011, she started her own consultancy called SEA - Sustainable Energy Advice Ltd, focusing on turning behaviour change theory into best practice. Her biggest project is as Operating Agent on Task 24 of the International Energy Agency's DSM Programme (www.ieadsm.org). In Phase I of this Task, which has over 230 experts from over 20 countries on an invite-only expert platform, she and her Co-Operating Agent Dr Ruth Mourik from the Netherlands analysed current best practice in behavioural theory using dozens of real-life case studies from around the globe. The Task looked at all intervention phases: design > implementation > evaluation > (re)iteration and > dissemination. They have published over 40 publications on these efforts to date. They have now kicked

off Phase II of this Task, called 'Helping the Behaviour Changers' which takes the theory entirely into practice. Participation in Phase II is still open, and their new Behaviour Changer Framework will be presented at this BECC workshop. During this whole process, Sea is slowly morphing into a 'balefish' and storyteller, birthing monsters and matchmaking Behaviour Changers from different research disciplines, sectors and countries.



John A. "Skip" Laitner is a resource economist who leads a team of consultants, the Economic and Human Dimensions Research Associates based in Tucson, Arizona. He is the President of the Association of Environmental Studies and Sciences (AESS), an independent interdisciplinary professional association in higher education. Author of more than 320 reports, journal articles, and book chapters, his expertise includes benefit-cost assessments, resource costs and constraints, and the net employment and macroeconomic impacts of energy and climate policy scenarios. Skip previously worked with the American Council for an Energy-Efficient Economy (ACEEE) as Director of Economic and Social Analysis, and before that, served 10 years as a Senior Economist for Technology Policy with the US Environmental Protection Agency (EPA). In 1998 he was awarded EPA's Gold Medal for his work with a team of economists to evaluate the economic impact of strategies that might assist in the implementation of smart climate policies. He also works and lectures extensively in international policy arena and holds the position as senior research associate of the Russian Presidential Academy of National Economic and Public Administration (RANEPA).

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Dr. Beth Karlin founded and directs the Transformational Media Lab within the Center for Unconventional Security Affairs (CUSA) at UC Irvine, where she studies the role of new media and technology in social change. Current projects investigate smart homes, documentary film, and digital activism. In addition to her role at the University, Beth works with government, private, and non-profit organizations on strategy, implementation, and evaluation of behavioral programs. She has published her work in venues ranging from Persuasive Technology to Peace Studies (as well as some others that don't start with the letter "p") and lectures regularly on Transformational Media and the Psychology of Sustainability. Beth previously spent over 10 years working in K-12 education, holding positions as a teacher, counselor, curriculum consultant, and school administrator. She earned her Bachelors degree in Psychology, Masters in Public Policy and Administration, and Ph.D. in Social Ecology with an emphasis in Environmental Psychology. Beth believes that the role of a researcher is not only to better understand the world but also to improve it and hopes that her work is able to serve both purposes.

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