



# BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

*A conference focused on understanding the behavior and decision-making of individuals and organizations and on using that knowledge to accelerate our transition to an energy-efficient and low-carbon future*

convened by



## SUNDAY, DECEMBER 7

9 AM-5:30 PM

### PRE-CONFERENCE WORKSHOPS

See last page for list of Sunday, Tuesday, and Wednesday workshops. Register at [BECCconference.org](http://BECCconference.org)

7-9 PM  
Independence Ballroom  
(Registration 6-9 PM)

### CONFERENCE KICK-OFF, DESSERT RECEPTION, AND STORYTELLING

*The conference will start with interactive and fun networking activities exploring how we might create a better world by telling better stories. We'll have some lively hands-on exercises led by Beth Karlin (UC Irvine) and Allison Cook (The Story of Stuff Project) and gain insights into how to tell concise and compelling stories. Don't miss these roundtable activities, the opportunity to network with old and new friends and the wine and light desserts (make sure you eat dinner first!)*

Reception sponsored by  Opinion Dynamics

## MONDAY MORNING, DECEMBER 8

7:30-8:30

Continental Breakfast & Registration

Breakfast sponsored by 

8:30 AM - 10:00 AM

Independence Ballroom

### OPENING PLENARY

Welcome: BECC Past and Future

Linda Schuck, BECC Founding Chair, CIEE

2014 Conference Co-chairs: Chris Jones, Susan Mazur-Stommen, and Margaret Taylor

Keynote:

***"Too Little Heat about Too Much Heat: Behavioral Economics, Emotion, and Climate Change"***

**George Loewenstein**, Herbert A. Simon Professor of Economics and Psychology, Carnegie Mellon University

*George Freud Loewenstein is an American educator and economist. He is the Herbert A. Simon Professor of Economics and Psychology in the Social and Decision Sciences Department at Carnegie Mellon University and director of the Center for Behavioral Decision Research. He is a leader in the fields of behavioral economics (which he is also credited with co-founding) and neuroeconomics.*

Morning Break

Sponsored by 

<b>MONDAY MORNING, DECEMBER 8</b>	
<b>10:30-12:00</b>	<b>Concurrent Sessions 1</b>
<b>Session 1A Room 5</b>	<p><b><u>LIGHTNING SESSION: WORKPLACE</u></b>  <b>Moderator: Edward Wisniewski, Consortium for Energy Efficiency</b></p> <ul style="list-style-type: none"> <li>• <b>Classification of Business Categories for Small and Medium Enterprises</b> - Amelia Hardjasa, Pulse Energy</li> <li>• <b>CSR + Sustainability = Behavior Change that Works</b> - Susan Hunt Stevens, WeSpire (formerly Practically Green)</li> <li>• <b>Operator Effectiveness with Building Automation: Information and Action</b> - Michael Bobker, Building Performance Lab, City University of New York</li> <li>• <b>Behavioral Opportunities for Energy Savings in Office Buildings: A London Field Experiment</b> - Douglas Miller, Rocky Mountain Institute</li> <li>• <b>Walking the Talk: Changing Behavior within Your Own Organization</b> - Bruce Cenicerros, Sacramento Municipal Utility District</li> <li>• <b>Framing Resistance to Energy at Work</b> - Mary Beth Deline, Cornell University</li> <li>• <b>Institutional Behavior Change and Sustainability</b> - Russell Barnett, University of Louisville</li> <li>• <b>The Sprint to Savings Leveraging Partnerships, Competition and Incentives to Catalyze Behavioral Change at Schools</b> - Jamison Donovan, Department of General Services</li> <li>• <b>Listening to Champions: Using Marketing Research to Influence Transportation Benefits</b> - Elizabeth Denton, Arlington Transportation Partners</li> </ul>
<b>Session 1B Room 1</b>	<p><b><u>CORE ISSUES IN BEHAVIOR</u></b>  <b>Moderator: Michael Sachse, Opower</b></p> <ul style="list-style-type: none"> <li>• <b>Social Influence and Behaviour Change: A Meta-Analysis</b> - Wokje Abrahamse, Victoria University of Wellington</li> <li>• <b>Persistence in Residential Energy Use Behavior Change</b> - Jack Yates, University of Northern Iowa</li> <li>• <b>Business Energy Reports: 2013 Follow-up to Review Energy Savings &amp; Key Findings</b> - Laura Mogilner, Pacific Gas &amp; Electric Company</li> </ul>
<b>Session 1C Room 2</b>	<p><b><u>ACHIEVING PERSISTENT SAVINGS</u></b>  <b>Moderator: Page Gravely, Independent Consultant</b></p> <ul style="list-style-type: none"> <li>• <b>The Adolescent Years of Behavioral Programs: Optimizing Behavioral Program Design through Energy Savings Persistence</b> - Olivia Patterson, Opinion Dynamics</li> <li>• <b>It's Complicated: Unpacking Behaviors to Estimate Persistence</b> - Kathy Kuntz, Cool Choices</li> <li>• <b>Persistence of Behavioral Energy Management Activities and Savings in Commercial Office Buildings</b> - Heidi Ochsner, Cadmus</li> </ul>
<b>Session 1D Room 3</b>	<p><b><u>TELLING RICHER STORIES WITH TECHNOLOGY</u></b>  <b>Moderator: Rebecca Ford, Victoria University of Wellington</b></p> <ul style="list-style-type: none"> <li>• <b>FloodRISE: An Interdisciplinary Approach to Leverage Technology for Resilience</b> - Beth Karlin, University of California, Irvine</li> <li>• <b>Energy Communication Goes Hollywood: Moving the Masses with Personalized Movies</b> - Brian Jackson, Apogee Interactive, Inc.</li> <li>• <b>"Community Voices": Incorporating Personal Narratives as a Component of Multiscale Real-time Feedback to Elicit Pro-environmental Culture Change</b> - John Petersen, Oberlin College</li> <li>• <b>Feedback Technology Can Increase Connection to Nature and Enhance Systems Thinking</b> - Cynthia McPherson Frantz, Oberlin College</li> </ul>
<b>Session 1E Room 6</b>	<p><b><u>INNOVATIONS IN EVALUATING BEHAVIOR PROGRAMS</u></b>  <b>Moderator: Carol White, National Grid</b></p> <ul style="list-style-type: none"> <li>• <b>Behavioral Effects of a Smart Phone App to Provide Real-Time Energy Use Information</b> - Bill Provencher, Navigant Consulting</li> <li>• <b>Quantifying Behavioral Spillover: The Overlooked, Uncounted Source of Program-Influenced Savings</b> - Jane Hummer, Navigant Consulting</li> <li>• <b>Opt-in Behavior Programs: Opting for the Unknown?</b> - Ken Agnew, DNV GL</li> </ul>
<b>Session 1F Room 4</b>	<p><b><u>NEXT GENERATION HOME ENERGY REPORTS VS. OTHER INTERVENTIONS</u></b>  <b>Moderator: John Randell, American Academy of Arts and Sciences</b></p> <ul style="list-style-type: none"> <li>• <b>Are You Like Me? Challenges in Developing Comparison Groups for Information Feedback Programs</b> - Miriam Fischlein, Southern California Edison</li> <li>• <b>Broccoli or Ice Cream? What Drives Energy Savings?</b> - Cynthia Trotter, Public Service of New Hampshire</li> <li>• <b>Most Critical Factors Impacting Cost-Effectiveness of Feedback Programs: A Sensitivity Analysis Using Recent Field Data</b> - Ali Bozorgi, ICF International</li> <li>• <b>What Lies Beneath: The Relationship between Savings and Customer Engagement with Behavioral Program Feedback Mechanisms</b> - Shawn Bodmann, DNV GL</li> </ul>
<b>12:00-1:30</b>	<b>Lunch (Independence Ballroom)</b> <span style="float: right;"><b>Sponsored by EnergySavvy</b></span>

<b>MONDAY AFTERNOON, DECEMBER 8</b>	
<b>1:30-3:00</b>	<b>Concurrent Sessions 2</b>
<b>Session 2A Room 5</b>	<p><b><u>LIGHTNING SESSION: MARKETING &amp; COMMUNICATION</u></b>  <b>Moderator: Joey Barr, Zerofootprint</b></p> <ul style="list-style-type: none"> <li>• <b>Motivations, Messaging, and Constraints for Deep Savings</b> - Katherine Randazzo, Opinion Dynamics</li> <li>• <b>Blending Boots and Technology: Changing Behavior through Community-based Outreach and Smart Meter Technology</b> - Kevin Duffy, ICF International</li> <li>• <b>All At Once: Taking Jack Johnson's Community-based Social Marketing Campaign to the Next Level</b> - Jennifer Lynes, University of Waterloo</li> <li>• <b>Being a Community Messenger for Energy Efficiency and Climate Change</b> - Jeremy Scharfenberg, Columbia Association</li> <li>• <b>Sports Marketing: A Viable Option for Utilities</b> - Kim Johnston, Wisconsin Energy Conservation Corporation</li> <li>• <b>Stuff Your Utility Company Doesn't Say: Smart Grid Social Marketing by an Independent Community Advocate</b> - Catharine Lo, Blue Planet Foundation</li> <li>• <b>Energy Literacy: Improving Energy Decision-making Through Improved Knowledge</b> - Linda Silverman, U.S. Department of Energy</li> <li>• <b>Under Cover: A Mystery Shopping Study on the Role of Retailers</b> - Lindsay Matthews, University of Waterloo</li> <li>• <b>Diversified Marketing for Commercial Third Party Programs</b> - Joanna Perez-Green, Community Energy Services</li> <li>• <b>High Contrast in Low-Level Vision as it Relates to Weather Communication</b> - Carie Cunningham, Michigan State University</li> </ul>
<b>Session 2B Room 1</b>	<p><b><u>ACTIVISM &amp; CULTURE CHANGE</u></b>  <b>Moderator: Susan Mazur-Stommen, Indicia Consulting</b></p> <ul style="list-style-type: none"> <li>• <b>Youth as Catalysts for Change</b> - Lynne Cherry, Young Voices on Climate Change</li> <li>• <b>Creating a Culture of Sustainability: A Process Approach to Resident Engagement</b> - Rachele Macur, Group14 Engineering</li> <li>• <b>From Alarm to Action: Narrowing the Belief-Behavior Gap Regarding Climate Change</b> - Kathryn Doherty, Antioch University New England</li> </ul>
<b>Session 2C Room 2</b>	<p><b><u>INCREASING THE EFFICACY OF COMMUNITY-SCALE INITIATIVES</u></b>  <b>Moderator: Scott Litzelman, Booz Allen Hamilton</b></p> <ul style="list-style-type: none"> <li>• <b>Judging Energy Consumption Based on the Symbolic Significance of Behaviors</b> - Bernadette Suetterlin, ETH Zurich, Institute for Environmental Decisions (IED)</li> <li>• <b>Sparking Interest in Solar Adoption: How Messaging Affects the Choice to Engage with Solar Power</b> - Dena Gromet, The Wharton School, University of Pennsylvania</li> <li>• <b>Increasing Cycling for Transportation through Behaviour Change Programmes</b> - Trudy Ledsham, University of Toronto</li> </ul>
<b>Session 2D Room 3</b>	<p><b><u>UNLOCKING BEHAVIOR-BASED ENERGY SAVINGS IN COMMERCIAL BUILDINGS</u></b>  <b>Moderator: Dan Seligman, Maryland Energy Administration</b></p> <ul style="list-style-type: none"> <li>• <b>Unlocking Behavior-based Energy Savings in Commercial Buildings: The Unexpected Connection between Attitudes, Behaviors, Organizational Culture, and Energy Savings</b> - Karen Ehrhardt-Martinez, Human Dimensions Research Associates</li> <li>• <b>Change from Within? Carbon Management in Commercial Real Estate</b> - Kathryn Janda, University of Oxford</li> <li>• <b>Encouraging Changes in Commercial Customer Energy-Efficient Behaviors through Energy Benchmarking Reports</b> - Danny Molvik, EMI Consulting</li> <li>• <b>Unlocking Behavior-Based Energy Savings through Employer Engagement</b> - Olga Gazman, Northwest Energy Efficiency Council</li> </ul>
<b>Session 2E Room 6</b>	<p><b><u>MODELING ENERGY SAVINGS</u></b>  <b>Moderator: Eric Rambo, Cadmus</b></p> <ul style="list-style-type: none"> <li>• <b>Behavioral Aspects of Aggregate Demand in the National Energy Modeling System (NEMS)</b> - James Turnure, U.S. Energy Information Administration</li> <li>• <b>Prepayment, Conservation and Behavioral Change in the Utility Sector</b> - Nat Treadway, Distributed Energy Financial Group (DEFG)</li> <li>• <b>Does Lifetime Electricity Running Costs Information Lead Consumers to Purchase More Energy Efficient Appliances? Results from a UK Trial</b> - Jeremy Vincent, Department of Energy and Climate Change</li> </ul>
<b>Session 2F Room 4</b>	<p><b><u>GETTING TO GOLD MEDAL UTILITY PROGRAMS</u></b>  <b>Moderator: Hayes Jones, U.S. Department of Energy</b></p> <ul style="list-style-type: none"> <li>• <b>Leaping from the Ivory Tower and Landing on Firm Ground: How Active Collaboration between Academics, Evaluators, Implementers, and Program Managers can Create Effective and Scalable Behavior Programs</b> – Jane Peters, Research Into Action</li> <li>• <b>Going Deeper: A Review of Competitions and Community Based-Social Marketing Programs for Reducing Energy Consumption</b> - Chris Jones, University of California, Berkeley</li> <li>• <b>BC Hydro's Team Power Smart Behavioral Program: Recent Results and Future Directions</b> - Jay Kassirer, Cullbridge   Tools of Change</li> <li>• <b>Bringing It All Together: Innovations in the Alameda County Residential Behavioral Pilot</b> - Rebecca Brown, BKi</li> </ul>
<b>3:00-3:30</b>	<b>Afternoon Break</b> <span style="float: right;">Sponsored by </span>

## MONDAY AFTERNOON, DECEMBER 8

<b>3:30-5:00</b>	<b>Concurrent Sessions 3</b>
Session 3A <b>Room 5</b>	<p><b><u>LIGHTNING SESSION: PROGRAM EVALUATION</u></b>  <b>Moderator: Michael Li, U.S. Department of Energy</b></p> <ul style="list-style-type: none"> <li>• Preliminary Results from the Impact Evaluation of TOU Rates in Ontario - Phil Bosco, Ontario Power Authority</li> <li>• Has the Local Community Energy Concierge Model Worked? - Dawn BeMent, Skumatz Economic Research Associates</li> <li>• Behavior Savings in Schools: A Scalable Program Achieving 5-15% Savings through Student-led Campaigns - Merrilee Harrigan, Alliance to Save Energy</li> <li>• Towards a More Rigorous Approach to Energy Efficiency Training - Douglas Tsoi, Learning and Engagement Manage</li> <li>• Examining the Fossil Record: A Fun Look Back at Some of the Earliest Energy Education Research - Martin Kushler, ACEEE</li> <li>• The Real Problem With Behavioral Savings (And What We Can Do About It) - Nicholas Lange, Vermont Energy Investment Corporation</li> <li>• Driving Savings from Behavior Programs: The Role of Program Theory &amp; Logic Models in Program Design &amp; Evaluation - Amy Meyer, Navigant Consulting</li> <li>• Meta-Analysis Identifying Energy Saving Actions Taken in Households - Jenny Hampton, Navigant Consulting</li> </ul>
Session 3B <b>Room 1</b>	<p><b><u>MARKETING LESSONS IN DOMAINS BEYOND ENERGY</u></b>  <b>Moderator: Valerie Richardson, IMT/DNV GL</b></p> <ul style="list-style-type: none"> <li>• Water-Energy Nexus: Public Perceptions and Motivations to Save Across Resources - Megan Billingsley, ILLUME Advising</li> <li>• Non-hypothetical Willingness to Pay for Biobased Consumer Products - Ulla Kainz, Straubing Center of Science</li> <li>• Improving Recycling Performance through Recognition and Feedback - Jeff Becerra, StopWaste</li> <li>• How Portland Reduced its Residential Garbage by Nearly 40%, While Increasing Compost Three-fold - Lindsey Maser, City of Portland</li> </ul>
Session 3C <b>Room 2</b>	<p><b><u>CHALLENGES AND OPPORTUNITIES TARGETING SMALL AND MEDIUM-SIZED ENTERPRISES</u></b>  <b>Moderator: Susan Norris, Pacific Gas and Electric Company</b></p> <ul style="list-style-type: none"> <li>• Small Business Participation: This Time, It's Personalization - Seth Nowak, ACEEE</li> <li>• Powering Down: Behavior-Based Energy Conservation in K-12 Schools - Kate Crosby, Acton-Boxborough Regional School District</li> <li>• Driving Behavior in Commercial Office Buildings - Caroline Flory, Duke Energy</li> <li>• A "Living Laboratory" Approach to Improving Utility Program Engagement - Rory Bakke, True Market Solutions</li> </ul>
Session 3D <b>Room 3</b>	<p><b><u>WHO KNEW?! COLLABORATING WITH THE ARTS TO ENGAGE PEOPLE AND INSPIRE BEHAVIOR CHANGE</u></b>  <b>Moderator: Marda Kirn, EcoArts Connections</b></p> <ul style="list-style-type: none"> <li>• Sociological System Designs: More Fun for Engineers &amp; Other Intelligent Creatures - Natalie Jeremijenko, Artist, xClinic</li> <li>• Arts, Cognition and Business in the Transition to a Low-carbon Future - Niina Nurminen, ArtSense Ltd</li> <li>• Art and Activism - Kim Abeles, Artist</li> </ul>
Session 3E <b>Room 6</b>	<p><b><u>FRONTIERS IN RESEARCH AND UNDERSTANDING OF BEHAVIORS</u></b>  <b>Moderator: Margaret Taylor, Stanford University</b></p> <ul style="list-style-type: none"> <li>• Beyond Behavior Change: Psychosocial Approaches to Supporting Low-Carbon Practices and Research - Dr. Renee Lertzman, Brand Cool</li> <li>• Time Use and Its Implications for Energy and Climate - Joseph Kantenbacher, University of California, Berkeley</li> <li>• Explaining Anomalies in Energy Pricing Experiments: Policy Lessons from a Direct Cognition Model - KC McKanna, UCLA Luskin Center for Innovation</li> </ul>
Session 3F <b>Room 4</b>	<p><b><u>LEVERAGING SMART METER DATA TO IDENTIFY ENERGY END USES</u></b>  <b>Moderator: Eric Coffman, Montgomery County</b></p> <ul style="list-style-type: none"> <li>• Leveraging AMI Data for Energy Efficiency and Conservation Research - Michaelangelo Tabone, University of California, Berkeley</li> <li>• Using Data to Identify Energy Behaviors, Actions, and Characteristics of Households - Anna Spurlock, Lawrence Berkeley National Laboratory</li> <li>• Data Mining of Window Opening and Closing Behavior in Office Buildings - Tianzhen Hong, Lawrence Berkeley National Laboratory</li> <li>• Revealing Occupancy Diversity Factors in Buildings Using Sensor Data - Pierrick Bouffaron, California Institute for Energy &amp; Environment, University of California, Berkeley</li> </ul>
<b>5:00-6:30</b>	<b>Free time for Networking and Poster Preparation</b>
<b>6:30 - 8:30PM</b> Independence Ballroom	<p><b>POSTER SESSION &amp; RECEPTION</b></p> <p><b>OPPOWER</b> Reception Sponsor</p> <p style="text-align: right;">Libations Sponsor <b>CLEARResult</b></p>

<b>TUESDAY MORNING, DECEMBER 9</b>	
<b>7:30-8:30</b>	<b>Continental Breakfast &amp; Registration</b>
<b>Spotlight Panels 8:30-10:00</b>	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>There Are People Behind Those Walls— Behavior Makes a Difference in Industry</b> Moderated by Richard Hart of EnerNOC</p> <ul style="list-style-type: none"> <li>• Steve Schultz, 3M</li> <li>• Uli Schildt, Darigold</li> <li>• Kim Crossman, Energy Trust of Oregon</li> <li>• Walt Tunnessen, EPA</li> <li>• Katy Janda, Oxford University (Rooms 1 &amp; 2)</li> </ul> </div> <div style="width: 48%;"> <p><b>What If the Prius Had Looked Like Every Other Car? How Visual Design Influences Our Behavior and Changes Our World</b> Moderated by Julie Hayes of Milepost Consulting</p> <ul style="list-style-type: none"> <li>• Andrew Burroughs, IDEO</li> <li>• Lisa Jackson, frog design, inc. Seattle</li> </ul> <p style="text-align: center;">(Rooms 3 &amp; 4)</p> </div> </div>
<b>10:00-10:30</b>	<b>Morning Break</b>
<b>10:30-12:00</b>	<b>Concurrent Sessions 4</b>
<b>Session 4A Room 5</b>	<p><b><u>LIGHTNING SESSION: INTEGRATING BEHAVIORAL STRATEGIES INTO ENERGY-EFFICIENCY PROGRAMS--SCHOOLS, UNIVERSITIES, TOWNS, AND UTILITIES ARE DOING IT WITH RESULTS!</u></b> Moderator: Marsha Walton, NYSERDA</p> <ul style="list-style-type: none"> <li>• Know What Buttons to Push: Key Behavioral Change Learnings for Energy Efficiency Programs - Agapi Papadamou, DNV GL</li> <li>• Delivering More Savings: A Custom Approach to Improving Energy Saver Kits - Sarah Castor, Energy Trust of Oregon</li> <li>• Behavioral Programs in Brazilian Utilities: Paving the Way for New Prospects - Rodrigo Holtermann Lagreca, Evolva Projetos</li> <li>• The Missing Variable in the AMI Value Equation: Customer Value - Neel Gulhar, Opower</li> <li>• Integrating Behavioral Concepts into Existing Energy Efficiency Programs - Tom Syring, Franklin Energy Services</li> <li>• Recognizing Behavior Change as a Resource - Scott Thach, Alliance to Save Energy</li> <li>• On the Fast Track to Reducing Energy Consumption: Creating Energy-Efficient Communities in Connecticut - Sheri Borrelli and Diana McCarthy-Bercury, United Illuminating</li> <li>• Remember the Human Connection - Erin Claybaugh, Lawrence Berkeley National Laboratory</li> </ul>
<b>Session 4B Room 1</b>	<p><b><u>LATEST IN HOW TO COMMUNICATE ABOUT CLIMATE CHANGE</u></b> Moderator: Maxine Savitz, Honeywell Inc. (ret.)</p> <ul style="list-style-type: none"> <li>• Amplifying Solutions Stories: Climate Outreach Strategies that Inspire Hope - Meredith Herr, Climate Access</li> <li>• This Time It's Personal: Compelling Climate Communication from Reality to Solutions - Meighen Speiser, ecoAmerica</li> <li>• Mapping Climate Risk and Opportunity - Jorge Madrid, Environmental Defense Fund</li> </ul>
<b>Session 4C Room 2</b>	<p><b><u>REACHING LOW INCOME AND UNDERSERVED COMMUNITIES 1</u></b> Moderator: Lauren Ross, ACEEE</p> <ul style="list-style-type: none"> <li>• Addressing the Affordability Gap through Behavior Change and Education - Myriam Tourneux, Fuel Fund of Maryland</li> <li>• CNEC - Resident Engagement Competition - Rosa Ortiz, Enterprise Community Partners</li> <li>• Energy Education in the Home - Jacqueline Berger, APPRISE</li> <li>• Beyond Traditional Methods to Understand Customer's Willingness to Participate - Carol Edwards, Southern California Edison</li> </ul>
<b>Session 4D Room 3</b>	<p><b><u>BENEFITS TO SELF VS. OTHERS - WHICH MOTIVES MORE?</u></b> Moderator: Danilo Pelletiere, U.S. Department of Housing and Urban Development</p> <ul style="list-style-type: none"> <li>• Using Social Norms and Feedback to Achieve Energy Savings in Non-metered Multi-family Housing - Joey Schmitt, Action Research and Wesley Schultz, California State University</li> <li>• What is the Real Prize? A Study of Energy Efficiency Award Winners in the Federal Government - Christa McDermott, Pacific Northwest National Laboratory</li> <li>• Food Scraps, Households, and Climate Change: Exploring New and Old Habits - Sally Geislar, University of California, Irvine</li> </ul>
<b>Session 4E Room 6</b>	<p><b><u>AUTOMATE OR ENCOURAGE? BEHAVIORAL PROGRAMS IN COMMERCIAL BUILDINGS</u></b> Moderator: Richard Huntley, Retroficiency</p> <ul style="list-style-type: none"> <li>• Considerations for Operational and Behavioral Approaches for Commercial Customers - Amit Kulkarni, National Grid</li> <li>• Achieving O&amp;M and RCx Savings in Commercial and Industrial Sectors - Bill Younger, CLEARResult</li> </ul>
<b>Session 4F Room 4</b>	<p><b><u>USING BIG DATA FOR EVALUATION</u></b> Moderator: Abigail Daken, U.S. Environmental Protection Agency</p> <ul style="list-style-type: none"> <li>• Smart Energy Now Pilot (SEN): Evaluation of a Large Scale Commercial Building Behavior Change Program - Johna Roth, TecMarket Works</li> <li>• Just How Smart: A Look at Energy Trust of Oregon Nest Thermostat Pilot Program - Dan Rubado, Energy Trust of Oregon</li> <li>• Understanding Energy Efficiency Benefits from Smart Thermostats in Southern California - Ben Ho, Vassar College</li> </ul>

<b>TUESDAY AFTERNOON, DECEMBER 9</b>	
<b>12:00-1:30</b>	<b>Lunch and Keynote</b>
<b>Independence Ballroom</b>	<p><b>Tuesday Lunch Keynote: US Secretary of Energy Ernest Moniz</b>  <b>Introduced by: Dr. Maxine Savitz, General Manager Technology Products, Honeywell (ret.)</b></p> <p><i>As United States Secretary of Energy, Dr. Ernest Moniz is tasked with implementing critical Department of Energy missions in support of President Obama's goals of growing the economy, enhancing security and protecting the environment. This encompasses advancing the President's all-of-the-above energy strategy, maintaining the nuclear deterrent and reducing the nuclear danger, promoting American leadership in science and clean energy technology innovation, cleaning up the legacy of the cold war, and strengthening management and performance.</i></p>
<b>1:30-3PM</b>	<b>Concurrent Sessions 5</b>
<b>Session 5A Room 5</b>	<p><b><u>LIGHTNING SESSION: SOCIAL NORMS &amp; CULTURE CHANGE</u></b>  <b>Moderator: Rick Diamond, Lawrence Berkeley National Laboratory</b></p> <ul style="list-style-type: none"> <li>• <b>Changes in Energy Behaviors Post-Weatherization by Low-Income Households</b> - Beth Hawkins, Oak Ridge National Laboratory</li> <li>• <b>The Power of People: Behavior-Based Energy Conservation</b> - Ashley Ruiz, McKinstry</li> <li>• <b>Customers' Reasons for Opting Out of Home Energy Reports</b> - Pat Aloise-Young, Colorado State University</li> <li>• <b>Home Energy Score Impact on Program Participation Rates</b> - Joan Glickman, U.S. Department of Energy</li> <li>• <b>We Forgot Half of the Population! The Significance of Gender in Energy Renovation</b> - Lise Tjorring, South Energy/University of Copenhagen</li> <li>• <b>Understanding the Affect of User Effort on Electricity Feedback and Energy Savings</b> - Joana M. Abreu, Fraunhofer USA CSE</li> <li>• <b>Politics, Values, and PV System Design</b> - Timothy Treadwell, California Center for Sustainable Energy</li> <li>• <b>It's Cultural: Energy Efficiency &amp; Behavioral Programs for the Industrial Segment</b> - Ulrika Wising, DNV GL</li> </ul>
<b>Session 5B Room 1</b>	<p><b><u>MARKETING GONE RIGHT: NEW INSIGHTS IN MEDIA AND MARKETING</u></b>  <b>Moderator: Maria Vargas, U.S. Department of Energy</b></p> <ul style="list-style-type: none"> <li>• <b>Beyond the CFL: Winning Energy Efficiency Imagery</b> - Debbie Slobe, Resource Media</li> <li>• <b>Implementing Successful Behavior Change Programs with Limited Resources: Lessons from City of New York</b> - Roya Kazemi, NYC Mayor's Office</li> <li>• <b>Driving Energy Efficiency in New York State by Going Beyond "Barriers" with Humor and Humanity</b> - Sue Kochan, Brand Cool</li> <li>• <b>Marketing Behavior-Based Energy Efficiency: How to Get a "Yes" in a Room Full of "No's"?</b> - Emmanuel Hales, 2rw Consultants</li> </ul>
<b>Session 5C Room 2</b>	<p><b><u>REACHING LOW INCOME AND UNDERSERVED COMMUNITIES 2</u></b>  <b>Moderator: Michael Nye, U.S. Environmental Protection Agency</b></p> <ul style="list-style-type: none"> <li>• <b>What Do the Military and Low Income Populations Have in Common? A Lot More than You Think!</b> - Dana D'Souza, Skumatz Economic Research Associates</li> <li>• <b>Designing a Public Energy Feedback Interface</b> - Justin Woodjack, University of California, Davis</li> <li>• <b>Behavioral Economics in Practice - MPower Oregon is Empowering Residents to Reap Savings through Simple, Supported Changes</b> - Mickey Lee, MPower Oregon, LLC</li> </ul>
<b>Session 5D Room 3</b>	<p><b><u>LEVERAGING BEHAVIORALLY-FOCUSED TECHNOLOGY SOLUTIONS TO IMPROVE UTILITY PROGRAM RESULTS</u></b>  <b>Moderator: Kat Donnelly, Empower Efficiency</b></p> <ul style="list-style-type: none"> <li>• <b>Assessing Customer Solutions at the Intersection of Behavior and Technology</b> - Carol Yin, Yinsight, Inc</li> <li>• <b>Beyond Direct Load Control: HAN and Customer-Centric Behavioral DR</b> - Kimberly Conley, Pacific Gas &amp; Electric Company</li> <li>• <b>Residential Demand Response Precooling Pilot and Results</b> - Jim Parks, Sacramento Municipal Utility District</li> <li>• <b>Energy Efficiency: Opportunities in Remote HVAC Performance Monitoring</b> - Scott Hublou, ecoFactor</li> </ul>
<b>Session 5E Room 6</b>	<p><b><u>ORGANIZATIONAL BEHAVIOR</u></b>  <b>Moderator: Elizabeth Malone, Pacific Northwest National Laboratory</b></p> <ul style="list-style-type: none"> <li>• <b>Real World Examples of Driving Organizational Behavior Change: Better Buildings Challenge Partners Share Their Successes</b> - Holly Carr, U.S. Department of Energy</li> <li>• <b>Organize Your Data! How Federal Energy Data Infrastructure Supports Organizational Behavior Change</b> - William Prindle, ICF International</li> <li>• <b>Industrial Continuous Energy Improvement</b> - Rick Sullivan, AEP Ohio</li> </ul>
<b>Session 5F Room 4</b>	<p><b><u>IS TIME ON OUR SIDE? THE TEMPORAL DIMENSIONS OF ENERGY CONSERVATION</u></b>  <b>Moderator: Michelle Vigen, Montgomery County</b></p> <ul style="list-style-type: none"> <li>• <b>Empowering Consumers through Smart Technology</b> - Matthew Harding, Duke University</li> <li>• <b>Framing Effects and the Dynamics of Energy Conservation Behavior</b> - Omar Asensio, University of California, Los Angeles</li> <li>• <b>Environmental Implications of Price Responsiveness in the Midwest Electricity Market</b> - Timothy Smith, University of Minnesota</li> </ul>

<b>TUESDAY AFTERNOON, DECEMBER 9</b>	
<b>3:00-3:30</b>	<b>Afternoon Break</b>
<b>3:30-5:00</b>	<b>Concurrent Sessions 6</b>
<b>Session 6A Room 5</b>	<p><b><u>LIGHTNING SESSION: FEEDBACK AND INFORMATION TECHNOLOGIES TO UNDERSTAND AND ENABLE BEHAVIOR CHANGE</u></b>  <b>Moderator: Gene Rodrigues, ICF International</b></p> <ul style="list-style-type: none"> <li>• <b>What Can We Learn from High Frequency Appliance Level Energy Metering? Results From a Field Experiment</b> - Magali Delmas, University of California, Los Angeles</li> <li>• <b>Financial Incentives and Residential Energy Management in Ontario</b> - Ian Rowlands, University of Waterloo</li> <li>• <b>Discover the New DOE Residential Program Solution Center</b> - Danielle Sass Byrnett, U.S. Department of Energy</li> <li>• <b>The Stanwood Challenge: A Small Business Pilot with Energy Dashboards</b> - James Russell, CLEARResult</li> <li>• <b>PowerHouse—Student-Driven: Real-Data, Real-Time, Real-Change</b> - Gayle Bodge, Gulf of Maine Research Institute</li> <li>• <b>Behavior Change for Energy Conservation</b> - Mary Zalesny, Pacific Northwest National Laboratory</li> <li>• <b>Eyetracking on HEMS Monitors: What do Users see for Energy Saving?</b> - Kan Takeuchi, Hitotsubashi University</li> <li>• <b>Energy Mapping: Making Complex Energy Data Easy to Understand</b> - Gerry DeSeve, ICF International</li> <li>• <b>Connecting Behavior Change to Energy Savings</b> - Kira Ashby, Consortium for Energy Efficiency</li> <li>• <b>Reconnecting People and Buildings: Comfy Software for Office Temperature Control</b> - Lindsay Baker, Building Robotics, Inc.</li> </ul>
<b>Session 6B Room 1</b>	<p><b><u>SEGMENTATION - MARKETING</u></b>  <b>Moderator: Christina Nichols, U.S. Department of Energy</b></p> <ul style="list-style-type: none"> <li>• <b>Determinants of Word of Mouth in Solar PV Adoption</b> - Kenneth Gillingham, Yale University</li> <li>• <b>I Know What You did Last Summer: Smart Meter Data Accurately Predict Household Intention to Enroll in Energy Efficiency Program</b> - Michael Zeifman, Fraunhofer Center for Sustainable Energy Systems</li> <li>• <b>New and Improved! How Integrating Proven Consumer Science and Energy Efficiency Behavior Change Best Practices Can Stack the Odds for Successful Program Design</b> - Julie Hayes, Milepost Consulting</li> <li>• <b>User Research: Maximizing Human Behavior to Increase Program Effectiveness</b> - Ellen Steiner, EMI Consulting</li> </ul>
<b>Session 6C Room 2</b>	<p><b><u>GAMES &amp; GAMIFICATION</u></b>  <b>Moderator: Raj Shukla, Cool Choices</b></p> <ul style="list-style-type: none"> <li>• <b>Climate is Not a Game! 500 Million App Users Ready to Play, Ready to Change</b> - Carleen Cullen, Cool the Earth</li> <li>• <b>Residential EE and Solar Adoption Behavior: An Online Gamification Study</b> - Varun Rai, University of Texas at Austin</li> <li>• <b>From Traditional e Learning to Location-based Gaming: The Engaging Climate and Environment Tutorial</b> - Sandra Burri Gram-Hansen, Aalborg University</li> </ul>
<b>Session 6D Room 3</b>	<p><b><u>IDENTIFYING AND OVERCOMING BARRIERS</u></b>  <b>Moderator: Wesley Schultz, California State University</b></p> <ul style="list-style-type: none"> <li>• <b>Self-efficacy and Barriers as Mediators of Behavioral Change</b> - Michael Williams, Wales Behavioral Assessment</li> <li>• <b>Role of Information and Incentives in Technology Adoption: Household-level Predictive Modeling</b> - Scott Robinson, University of Texas at Austin</li> <li>• <b>Energy-related Decisions in Large Cities under Bounded Rationality</b> - Constantinos Spandagos, Hong Kong University of Science and Technology</li> <li>• <b>Behavioural Insights for Energy Efficiency in Developing and Emerging Economies</b> - Aurelia Figueroa, German Development Institute</li> </ul>
<b>Session 6E Room 6</b>	<p><b><u>BEHAVIORAL ECONOMICS &amp; DECISION-MAKING IN TRANSPORTATION SECTOR</u></b>  <b>Moderator: Shruti Vaidyanathan, ACEEE</b></p> <ul style="list-style-type: none"> <li>• <b>Challenges and Opportunities in Incorporating Behavioral Economics in Vehicle Use and Parking Pricing Pilot Deployments Under the Value Pricing Pilot Program</b> - Allen Greenberg, U.S.DOT/FHWA</li> <li>• <b>Can Car-Sharing Facilitate a More Sustainable Car Purchase?</b> - Diana Ginnebaugh, Stanford University</li> <li>• <b>Choice Architecture in a New Domain: Applying Defaults to an Infrastructure-planning Tool</b> - Tripp Shealy, Clemson University</li> </ul>
<b>Session 6F Room 4</b>	<p><b><u>USING EVALUATION RESEARCH AND RESULTS TO DESIGN BETTER PROGRAMS</u></b>  <b>Moderator: Annika Todd, Lawrence Berkeley National Laboratory</b></p> <ul style="list-style-type: none"> <li>• <b>What's the Evidence On Behavioral Program Impacts, Cost-Effectiveness, and Retention?</b> - Lisa Skumatz, Skumatz Economic Research Associates</li> <li>• <b>"Irrational" vs. "Rational" Behavior: Using Evolutionary Theory and Comprehensive Evaluations to Ensure Building Performance Meets Design Intent</b> - Marcel Harmon, M.E. GROUP</li> <li>• <b>Research Design and Evaluation of Southern California Gas Company's Conservation Campaign</b> - Josh Schellenberg, Nexant</li> </ul>
<b>5:15-6:15PM Independence Ballroom</b>	<p><b>FILM FESTIVAL</b> <span style="float: right;">Sponsored by </span>  Featuring Bill LeBlanc, E Source</p>
<b>7:30-9:30PM</b>	<p><b>WORKSHOPS AND PARTICIPANT ORGANIZED SESSIONS</b>  <i>(Check bulletin board near registration desk for information and rooms)</i></p>

<b>WEDNESDAY MORNING, DECEMBER 10</b>	
<b>7:30-8:30</b>	<b>Continental Breakfast &amp; Registration</b>
<b>8:30-10:00</b>	<b>Concurrent Sessions 7</b>
<b>Session 7A Room 5</b>	<p><b><u>RESULTS ARE IN: SAVINGS ARE REAL</u></b>  <b>Moderator: Sharyn Barata, Itron</b></p> <ul style="list-style-type: none"> <li>• <b>Savings at Scale: Effects from the first Statewide Behavioral Program</b> - Anne Dougherty, Illume Advising</li> <li>• <b>Business Energy Reports: First Year's Evaluation Results</b> - Brian Arthur Smith, Pacific Gas and Electric Company</li> <li>• <b>Energy Savings and Beyond: Measuring the Success of Marketing, Education, and Outreach Efforts</b> - Tami Buhr, Opinion Dynamics</li> <li>• <b>Because Saving Money Isn't Enough, and Most Americans Don't Think Energy Efficiency is "Worth It"</b> - Suzanne Shelton, Shelton Group</li> </ul>
<b>Session 7B Room 1</b>	<p><b><u>POLICY DRIVERS FOR RESEARCH INTO CLIMATE AND ENERGY</u></b>  <b>Moderator: Jennifer Amann, ACEEE</b></p> <ul style="list-style-type: none"> <li>• Paul Stern, National Academy of Sciences</li> <li>• Stacy Angel, U.S. Environmental Protection Agency</li> <li>• Nathaniel Higgins, U.S. General Services Administration</li> </ul>
<b>Session 7C Room 2</b>	<p><b><u>THE SECRET SAUCE: FINDING AND ACTIVATING YOUR TARGET AUDIENCE</u></b>  <b>Moderator: Katie Mandes, C2ES</b></p> <ul style="list-style-type: none"> <li>• <b>Using Social Marketing To Spur Residential Adoption of ENERGY STAR Certified LED Lighting</b> - Wesley Schultz, California State University</li> <li>• <b>Unlocking Customer Potential through Data</b> - Ted Peterson, Questar Gas</li> <li>• <b>Evaluating Marketing Tactics and Consumer Response Within Micro-Targeted Campaigns</b> - Becca Yates, Northwest Energy Efficiency Alliance</li> </ul>
<b>Session 7D Room 3</b>	<p><b><u>ARE SMART THERMOSTATS REALLY THAT SMART?</u></b>  <b>Moderator: Jennifer Robinson, EPRI</b></p> <ul style="list-style-type: none"> <li>• <b>User Response to Smart Thermostats: "That Thing has a Mind of its Own!"</b> - Kristin Heinemeier, University of California, Davis</li> <li>• <b>Final Savings Estimates and Key Learnings from a Behavioral Messaging Thermostat Trial</b> - Lucy Morris, Pacific Gas &amp; Electric Company</li> <li>• <b>Energy Savings from Connected Thermostats: Estimates for U.S. Homes?</b> - James Stewart, The Cadmus Group</li> </ul>
<b>Session 7E Room 6</b>	<p><b><u>TRANSFORMING TRANSPORTATION</u></b>  <b>Moderator: Stephen Bickel, D&amp;R International, Ltd.</b></p> <ul style="list-style-type: none"> <li>• <b>Electric Vehicle Ride &amp; Dive Campaign: Experience Electric</b> - Jordan DiGiorgio, Center for Sustainable Energy</li> <li>• <b>Plug-in Vehicles - Measuring and Transforming Consumer Attitudes</b> - David Roberts, Vermont Energy Investment Corp</li> <li>• <b>Mobility and Behaviours: trafficO2</b> - Salvatore Di Dio, University of Palermo and PUSH</li> </ul>
<b>Session 7F Room 4</b>	<p><b><u>INNOVATIVE COMMUNITY POLICY CASE STUDIES</u></b>  <b>Moderator: David Jacot, Los Angeles Department of Water and Power</b></p> <ul style="list-style-type: none"> <li>• <b>Education for Energetic Efficiency Based on Audiovisual Communication Project Energy that Transforms</b> - Luciana Lopes Batista Vinagre, Electrobras</li> <li>• <b>San José Bring Your Own Bag Ordinance</b> - Jennie Loft, City of San Jose, CA</li> <li>• <b>Integrating Demand Side into Carbon Reduction and Energy Security Policies in the UK via a Negawatt Market</b> - Yael Parag, School of Sustainability, Interdisciplinary Center</li> <li>• <b>Innovative Financing for Commercial Energy-Efficiency Investments: No, It's Not PACE</b> - Diane Schrader, Third Act X</li> </ul>
<b>10:00-10:30</b>	<b>Morning Break</b>
<b>10:30-12:00</b> Independence Ballroom	<p><b><u>CLOSING PLENARY: Profiles in Leadership - Behavior, Energy and Climate Change</u></b></p> <ul style="list-style-type: none"> <li>• <b>Congressman Paul Tonko</b> (D-NY), Co-chair, House of Representatives Sustainable Energy and Environment Coalition (SEEC)</li> <li>• <b>Assistant Secretary of the Navy (Energy, Installations and Environment) Dennis V. McGinn</b></li> <li>• <b>Dr. Elke Weber</b>, Jerome A. Chazen Professor of International Business at Columbia Business School, and Professor of Psychology and Earth Institute Professor at Columbia University</li> <li>• <b>Moderator: Gene Rodrigues</b>, Vice-President, ICF International</li> </ul>



## CONFERENCE WORKSHOPS

### SUNDAY, Dec. 7 - PRE-CONFERENCE WORKSHOPS

- 9:00 am - 11:30 am - Behavior Program Evaluation 101, Alex Dunn, Jane Peters, Mersiha McClaren, and Meghan Bean, Research Into Action and Anne Dougherty, Illume
- 12:30 pm - 5:30 pm - Stacking the Deck for Highly-Effective Behavioral Policies and Programs: New Strategies, Tools and Insights for Identifying the Biggest Behavioral Opportunities, Selecting the Most Effective Behavioral Levers, and Scaling up Savings, Karen Ehrhardt-Martinez, Human Dimensions Research and Kat Donnelly, Empower Efficiency
- 1:00 pm - 4:30 pm - Proving and Improving the Point: Evaluation Basics for Behavioral Programs, Miriam Goldberg, Ken Agnew, and Shawn Bodmann, DNV GL
- 1:00 pm - 4:30 pm - SEACHange: Leveraging Storytelling, Engagement, and Activism for Social Change, Beth Karlin, University of California, Irvine

### TUESDAY EVENING, Dec. 9 - MID-CONFERENCE WORKSHOPS 7:30pm – 9:30 pm

- Mindfulness, Behavior Change, and Environmental Sustainability, Paul Salmon, University of Louisville
- Show Me the Money: Alternative/Creative Ways to Fund Research and Other Programs, Diane Schrader, Third Act X

### WEDNESDAY AFTERNOON, Dec. 10 - POST-CONFERENCE WORKSHOPS 1:00 pm - 4:00 pm

- Designing Enduring Organizational Change—A Participatory Roundtable, Rick Diamond, Christopher Payne, Lawrence Berkeley National Laboratory and Elizabeth Malone, Pacific Northwest National Laboratory
- Randomized Encouragement, Annika Todd, Lawrence Berkeley National Laboratory and Sébastien Houde, University of Maryland
- Reaching Customers through Innovative Community Energy Programs, Paul Markowitz, Efficiency Vermont/Vermont Energy Investment Corporation

## ACKNOWLEDGEMENTS

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### Monday Lunch



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