

Abstract #: 249

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Abstract Title: Evaluating Positive and Normative Messages in Real Time Energy Management

Abstract Text:

There has been extensive research about both positive and normative messaging for energy management – specifically efficiency in the residential sector. Given recent development, enterprise (C&I) users of EnerNOC's software have the ability to examine their energy consumption patterns and behavior in both Positive and Normative contexts – all in real time. In this talk, we will explore the implications of this, and enter into a discussion of energy efficiency impact evaluation. Attendees will benefit from learning about brand new toolset categories that were developed in response to market needs, and how different categories of messages shape enterprise energy management behaviors.