



BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

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

convened by



BECC 2018 | October 7 - October 10, 2018 | Washington, DC

Sunday, October 7

9:00 AM – 5:00 PM **Preconference Workshops** *(see last page for details)*

5:30 – 6:45 PM **Young Professionals Reception** Sponsored by 

7:00 – 9:00 PM **Kickoff Program and Dessert Reception**
Registration 6:00 – 9:00 PM

Monday, October 8

7:00 – 8:15 AM **Continental Breakfast and Registration**

8:30 – 10:00 AM **OPENING PLENARY**
Keynote: George Marshall

George Marshall is an internationally known British environmentalist, writer, researcher, and specialist in climate change communication. He is the author of *Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change*, a critically acclaimed exploration of the underlying social and psychological obstacles to accepting climate change, and *Carbon Detox*, a guide to pro-environmental behaviors. His organization, the Climate Outreach and Information Network, based in Oxford, specializes in increasing public engagement, bridging divides, and reaching new audiences.



10:00–10:30 AM **Morning Break** Sponsored by 

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Monday, October 8

10:30 AM –
12:00 PM

Concurrent Sessions

Lightning Session: Social Marketing and Communications

Moderator: TBD

1A

- Can We Overcome Ideological Bias in Climate Change Communication? An Empirical Study – Christie Manning, Macalester College (invited)
- Yellow Dot: An Energy-Saving Behavior Campaign Transcending Culture and Language – Thilde Larsen, Danish Ministry of Defence
- Angry Storms: The Effect of Anthropomorphizing Natural Disasters on Climate Change Action – Jennifer Cole, University of Colorado, Boulder
- The Truth is out There: AMI Opposition Message Testing – Jordan Folks, Research Into Action
- Structuring Supply Chains for Socially Responsible Behavior – Mahdi Mahmoudzadeh, Georgia Institute of Technology
- Moving from Heads and Hearts to Hands: Transforming Sustainability Attitudes and Beliefs into Actions – Susannah Enkema, Shelton Group
- ThermWise Energy Efficiency Programs: If You Conserve, You Can Save! – Ted Peterson, Dominion Energy

Household Dynamics, Roles & Perceived Barriers

Moderator: Lea Lupkin, ICF

1B

- Classifying, Clustering, and Communicating about Energy-Saving Behaviors – Daniel Chapman, See Change Institute
- Evaluating Pro-Environmental Behaviours and Energy Use in the Traditional Gender Binary – Dylan Furszyfer, Imperial College London
- A Typology of Energy Interactions within Households – Hugh Walpole, Ohio State University

New Technologies for the Consumer of the Future

Moderator: TBD

1C

- Blockchain-Based Distributed Energy Platforms: Implications for Policy – Amanda Ahl, Tokyo Institute of Technology
- Beyond the kWh – The Evolution of Residential DSM in the Grid of the Future – Claire McIlvennie, University of Vermont
- Tips for a 21st Century Program Implementation + Evaluation Toolkit – Dan Fredman, VEIC

Electrification: Utilities in Transition

Moderator: Justin Margolies, WECC

1D

- Electrification and Carbon: Cost Effectiveness Assessment – M. Sami Khawaja, Cadmus
- Turning Down the Heat (Emissions)... What Works in Encouraging Low Carbon Heating Behaviour? – Ben Walker, Department for Business, Energy and Industrial Strategy
- The Changing Electrification Market – Robin Roy, Next Energy US

Values, Beliefs, & Culture

Moderator: TBD

1E

- How Much?! Understanding Energy as a Meaningful Product Attribute in Consumer Decision Making – Guy Champniss, Enevee
- Expanding Environmental Identity – Hale Forster, Columbia University
- Planting SEEDS in Rural Areas: Informing Energy Policy Through Strategic Partnerships with University Extension Services – Jacqueline Tidwell, University of Georgia
- The Adoption of Automated Wood Heating Technology in the Northern Forest Regions: Case Study of an Energy System Transition and What Drives It – Laura Edling, University of Vermont

Panel Session: Energy Efficiency: More than Rebates

Panelists:

1F

- Taresa Lawrence, DC Department of Energy and Environment
- Ted Trabue, Managing Director, DC Sustainable Energy Utility
- Cliff Majersik, Institute for Market Transformation
- Edward Yim, DC Department of Energy and Environment

12:00 –
1:30 PM

Lunch

12:00 –
1:30 PM

Precourt Fellows Lunch

1:30 – 3:00
PM

Concurrent Sessions

2A

Lightning Session: Program Design

Moderator: TBD

- Don't Nip It in the Bud: Growing Energy Efficiency in the Cannabis Industry – Amber Watkins, DNV GL Energy
- Four Modes of Sense-Making for Sustainability Development: Environmentalists and the Dilemma of Taking Long Haul Flights – Andrew Reeves, De Montfort University (invited)
- Green Hygge – Facilitating Behaviour Change with Scandinavian Traditions and a Taste of Denmark – Sandra Burri Gram-Hansen, Aalborg University
- The Story of ENERGY STAR – Julie Colehour, C+C
- Behavioral Reference Group Identification for Non-Invasive Personalized Normative Messaging Interventions – Kwonsik Song, University of Michigan
- Delivering on Home Energy Automation with Smart Speakers – Laura Cornish, Ecoteigious (invited)
- Button up Vermont: A Statewide Thermal Efficiency Campaign – Paul Markowitz, Vermont Energy Investment Corp.
- Guiding Behavior Change through Collaboration and Performance-Based Solutions – Kyra Weinkle, NORESKO (invited)

2B

Methods and Metrics for Divergent Populations

Moderator: TBD

- Energy Affordability and Access – Jessica Lin, U.S. Department of Energy
- Data-Driven Identification of Mental Models for Residential HVAC Control – Michael Kane, Northeastern University
- It's Complicated: A Mixed-Methods Approach to Understanding Consumer Preferences in a Rapidly Changing and Dynamic Marketplace – Shefije Miftari, ILLUME Advising

2C

The Roles and Potential of Local Governments

Moderator: TBD

- Locally-Led: How Are Municipal Governments Using Behavior Change to Save Energy? – Ariel Dreihobl, ACEEE
- Do Mandatory Building Energy Audits Change Energy Behaviors? – Constantine Kontokosta, New York University
- Carbon Footprint Planning: Quantifying Local and State Mitigation Opportunities for 700 California Cities – Christopher Jones, University of California, Berkeley
- Code Officials Are People Too: Building Regulators as Middle Actors in India – Kathryn Janda, University College London

2D

Varied Approaches to Engaging Customers

Moderator: TBD

- Behavioral Spillover from Water to Energy Savings: Findings from a California Home Water Report Program – Angela Sanguinetti, University of California, Davis
- Vividness to Improve and Rethink Long-Term Resilience of Infrastructures – Dalya Ismael, Virginia Tech
- The Why, How, and What of Developing an Energy “Tip” Library – Kimberly Conley, Pacific Gas & Electric
- The Consumer Connection: A Consumer-Centric Approach to Delivering Home Energy Services – Lauren Cheatham, University of Hawaii

2E

New Mobility

Moderator: TBD

- Emerging Behavioral Data and Insights Shaping Public and Private Urban Mobility Services – Clement Rames, National Renewable Energy Laboratory
- Using Big Data to Understand the Energy Impacts of Transportation Behavior – Jacob Holdren, National Renewable Energy Laboratory
- On-Demand Ridesourcing Has Reduced Per-Capita Vehicle Registrations and Air Pollutant Emissions in the United States – Jeremy Michalek, Carnegie Mellon University
- Developing a Survey for Modeling Autonomous Vehicle Adoption Through Weak-Tie Social Capital and Diffusion of Innovation Constructs – Michael Maness, University of South Florida

3:00 – 3:30
PM

Afternoon Break

Sponsored by



3:30 – 5:00 PM Concurrent Sessions

3A

Lightning Session: Programs

Moderator: Ed Wisniewski, Consortium for Energy Efficiency

- Charging Your Way to Savings: Dynamic Pricing and the EV Owner – Araceli Martinez, Elevate Energy
- Do Price Signals Encourage Customers to Change Their Energy Usage Behaviors? Evidence from a Statewide Time-of-Use Rates Experiment – Liz Focella, Research Into Action
- Oakland EcoBlock: A Community-Scale Sustainability Project – Roger Weber, Skidmore, Owings & Merrill
- Advanced Lighting Control Systems—Evaluating Performance, Savings, and Occupant Response – Randy Mead, Cadmus (invited)
- Effects of Feedback and Clear Invoicing on Recycling in Two Different Sectors – Dana D’Souza, Skumatz Economic Research Associates

3B

Measuring the Effect of Radically Different Approaches to Engaging Residents

Moderator: Olivia Patterson, Opinion Dynamics

- Energy-Saving Tweaks: A Viable Solution? – Debbie Brannan, Navigant
- Online Platforms as Mechanisms for Energy Conservation—Evidence from Universal Audit Tool Programs – Lullit Getachew, DNV GL
- Spillover Analysis of Demand Response Events – Ryan Fulleman, Cadmus
- Energy Saving Kits - A Cross-Country Case Study Comparison – Sea Rotmann, IEA DSM Task 24

3C

Tools & Strategies for Pro-Environmental Decision Making

Moderator: TBD

- How We Decide Shapes What We Decide: Decision Modes Predict Consumer Decisions about Environmentally Friendly Electrical Utility Options – Elke Weber, Princeton University
- Utility-Based Community Solar: Which Story Fits the Right Customer? – Todd Morrison, Alliance for Deaf Services and Alexander Stauch, University of St. Gallen
- Bottles, Cans, and Wrappers on the Fly—How to Encourage Recycling and Cleaner Recycling in Parks, Trails, and Public Spaces: Lessons from a Comprehensive New Keep America Beautiful (KAB) Study – Lisa Skumatz, Skumatz Economic Research Associates
- What’s the “Buzz” about ENERGY STAR®? The Value of ENERGY STAR® for Utility Partners – Wesley Schultz, California State University, San Marcos

3D

Time Varying Pricing and Effects on Customers

Moderator: Susan Norris, Pacific Gas and Electric Company

- Demonstrating a New Method to Identify and Solve Low-Income Household Vulnerability to Time-Variant Electricity Prices – James Fine, Environmental Defense Fund
- A Wrinkle in Time—Unexpected Insights from a Residential Peak Pricing Pilot – James Stewart, Cadmus
- Low-Income Household Experiences with Demand-Side Response – Lee White, University of Southern California
- Understanding Customer Choice in Electricity Service Plan – Minhua Long, Electric Power Research Institute

3E

Renewable Energy Frontiers

Moderator: TBD

- Organizing Community-Scale PV as an Urban Common – Danielle Griego, ETH, Swiss Technological University
- Streamlined Solar Permitting Reform Adoption and Rejection by California Jurisdictions: An Organizational Innovation Perspective – Jingjing Zhang, Lawrence Berkeley National Laboratory
- Agent-Based Modeling of Ground Source Heat Pump Adoption – Tensay Hadush Meles, University College Dublin (invited)
- Expanding Rooftop Solar Adoption: Comparing Low- and High-Income Households – Kim Wolske, University of Chicago

3F

Panel Session: Changing Mobility Patterns, Changing Energy Use: Insights from the Whole Traveler Transportation Behavior Study

Panelists:

- Margaret Taylor, Stanford University
- Victor Walker, Idaho National Laboratory
- Annika Todd Blick, Lawrence Berkeley National Laboratory
- Gabrielle Wong-Parodi, Carnegie Mellon University

5:45 – 7:00 PM Poster Reception

Refreshments sponsored by 

Tuesday, October 9

7:30 – 8:30 AM Continental Breakfast and Registration



Where Have All the Gas Stations Gone? A Vision for Clean Transportation, Job Creation and the Policies to Make it Happen
Governor Jennifer M. Granholm

Former two-term governor of Michigan Jennifer M. Granholm, who is credited with leading Michigan through a period of unprecedented economic challenge and change, is an authority on leadership; politics; economic diversification; clean energy policy; advanced manufacturing; and industrial clusters.

As governor, Granholm pioneered clean energy policies and worked with business and labor, Republicans and Democrats to create new economic opportunities and jobs in Michigan. She led an aggressive strategy to make Michigan the hub of clean-energy development in North America by developing entire supply chains in Michigan, fostering critical partnerships between industry, government and researchers and by creating economic incentives that made Michigan the place to locate.

She is also the co-author of the political bestseller, *A Governor's Story: The Fight for Jobs and America's Economic Future*, was co-chair of the Clinton-Kaine Presidential Transition Team, and was a senior partner on jobs and energy policy during Hillary Clinton's 2016 presidential campaign.

8:30 – 10:00 AM

Panel Session: How the Media Covers Climate Change

Moderator: Wendy Koch, Senior Director, Marketing & Communications, ACEEE

Wendy Koch leads the communications and conferences initiatives. She provides strategic oversight and direction of media relations, community outreach, website design, marketing efforts, publications' editing, and conferences planning.

Panelists:

- Doyle Rice, USA TODAY
- Zahra Hirji, BuzzFeed
- Marianne Lavelle, Inside Climate News



10:00 – 10:30 AM Morning Break

Sponsored by **ILLUME**

10:30 AM– 12:00 PM Concurrent Sessions

4A

Lightning Session: Models & Metrics for Low Carbon Energy Systems

Moderator: TBD

- Service System Research Aspect of Energy Service System – Kazuyoshi Hidaka, Tokyo Institute of Technology
- Enlightening Behaviors—How Customers Make Their Light Bulb Purchases – Kessie Avseikova, Opinion Dynamics
- Energy-Related Literacy, Attitudes, and Behaviour: A Case Study from Nepal – Nilkanth Kumar, ETH Zurich (invited)
- Higher Price or Lower Electricity Cost? Empirical Case of Discrete Choice Experiment and Implicit Discount Rate on the Purchase of Energy-Efficient Air Conditioners among Households in Bangkok– Pan Piyasil, Joint Graduate School of Energy and Environment
- Return of Pay-for-Performance: Stronger with M&V 2.0 – Sanem Sergici, The Brattle Group
- Cybersensitive Electricity Consumption Patterns – Susan Mazur-Stommen, Indicia Consulting

4B

Digital Media For Energy Savings

Moderator: TBD

- Fame & Validation: How User-Generated Content Can Drive Change – Ihno Lee, Tendrill
- User Testing to Improve User Experience & Utility Program Delivery – Joana Abreu, Fraunhofer CSE
- The Digital Behavioral Portfolio Layering Engagement to Create New DSM Opportunities – Coco Price, Oracle Utilities
- Motivating Residential Behavioral Load Curtailment through Rewards – Melissa Piper, National Grid

4C

Communicating Behavior Change in Hard-to-Reach Communities

Moderator: TBD

- Georgia Talks: Using Ethnography in Customer Research to Unearth Hidden Majorities – Amanda Maass, ILLUME Advising
- Multi-Family Conservation Competition Results – Hal Nelson, Res-Intel
- The Effects of Contractor-Led Social Marketing on Homeowner Energy Conservation Behavior – Kathryn Caldwell, Ithaca College
- Bridging to Micro-Neighbourhoods, Testing a “Coolkit” for Engaging the Silent Majority on Climate Change Solutions in Their Own Backyard – Zhaohua Cheng, University of British Columbia

10:30 AM– 12:00 PM	Concurrent Sessions
	<p><u>Challenges and Solutions for an Evolving Energy System</u> Moderator: Darrin Kayser, Booz Allen Hamilton</p> <p>4D</p> <ul style="list-style-type: none"> Managing Plot Twists: A Program Director’s Guide – Bethany Olson, Elevate Energy Saying Goodbye to the Old “Gen Pop” Survey – Building a Bridge between Process Evaluation and Marketing Research – Molly Podolefsky, Navigant Developing Systems Thinking as a Means for Building Operator Training – Robert Cox, UNC Charlotte <p>Driving Success through Smart Segmentation and Leveraging the Value of the ENERGY STAR® Brand – Jill Vohr, U.S. Environmental Protection Agency</p>
	<p><u>New Forms of Program Participation in the Commercial Sector</u> Moderator: Liz Kelley, ILLUME Advising</p> <p>4E</p> <ul style="list-style-type: none"> Pivoting Program Design to Reach Underserved Markets – Anna Kelly, Colorado Energy Office The Snowball Effect and Using Data to Boost Repeat Business in Energy Efficiency Programs – Joseph St. John, DNV GL Two for the Price of One? Integrating Small Business EE and DR – Lisa Perry, EMI Consulting Building Bridges and Widening Participation in Commercial Buildings – Richard Bull, De Montfort University
	<p><u>Panel Session: Human Sides of Connected and Autonomous Vehicles: What We Already Know and What We Need to Know</u></p> <p>4F</p> <p>Panelists:</p> <ul style="list-style-type: none"> Alex Davis, Carnegie Mellon University Guodong Sun, KAPSARC Jennifer Hatch, Boston University TBD, IEA
12:00 – 1:30 PM	Lunch
1:30 – 3:00 PM	Concurrent Sessions
	<p><u>Lightning Session: Transportation</u> Moderator: TBD</p> <p>5A</p> <ul style="list-style-type: none"> Transportation Benefits of Parking Cash-Out, Pre-Tax Commuter Benefits, and Parking Surtaxes – Allen Greenberg, U.S. Department of Transportation (invited) A Ticket to Everywhere—The Future of Fully Integrated Mobility – Andrew Duvall, National Renewable Energy Laboratory “Peak Car”: Analyzing Changes in Underlying Motives for Car Use – Jonas Nässén, Chalmers University of Technology Capturing PEV Charging Flexibility and the Impact of Time-of-Use Pricing on Charging Profiles – Matthew Moniot, National Renewable Energy Laboratory Optimizing Clean Vehicle Subsidies – Rubal Dua, KAPSARC (invited) Is Limited Access to Home Charging a Barrier to EV Adoption in London? – Shaherah Jordan, University of East London
	<p><u>Machine Learning: Opportunities and Challenges</u> Moderator: TBD</p> <p>5B</p> <ul style="list-style-type: none"> Implicit Bias in Customer Modeling – Anthony Duer, Applied Energy Group Machine Learning Opportunities and Challenges – Riana Johnson, ILLUME Advising Who’s Driving This Thing? Better Customer Targeting through Machine Learning – Romilee Emerick, National Grid (invited)
	<p><u>Underserved and Hard-to-Reach Communities</u> Moderator: TBD</p> <p>5C</p> <ul style="list-style-type: none"> Lessons Learned Working with Low-Income Seniors – Samantha Chiu, Elevate Energy Enhancing Energy Savings for Low-Income Customers – Trent Hardman, Cadmus (invited) It Takes a Village: Influencing Customer Behavior through an Ecosystem of Actors – Gomathi Sadasivan, DNV GL
	<p><u>Power from the People: Perspectives for Utility Mass Market Communications</u> Moderator: Shawn Bodmann, DNV-GL</p> <p>5D</p> <ul style="list-style-type: none"> Dealing with Customer Complaints about Home Energy Report Programs – Beth Fitzjarrald, E Source Improving Program Savings with Effective Messaging – Carly Olig, Navigant (invited) They Who Hold the Power: Increasing Utility-Level Confidence in Demand-Side Management Tools – Allegra Hodges, Portland General Electric
	<p><u>Smart Thermostats</u> Moderator: Linda Dethman, Research Into Action</p> <p>5E</p> <ul style="list-style-type: none"> Surveying Participants in “Invisible” Programs – Jane Hummer, Navigant Gaining a Deeper Understanding of the Human Dimension of BYOT Programs – Kathleen Ward, Navigant Identify Energy-Saving Opportunities Remotely and Connect the Dots – Shannon Stendel, WECC

Panel Session: How Do Renewable Energy and Energy Efficiency Decisions Differ, and Where Do They Find Common Ground?

5F

Moderator: David Rench McCauley, U.S. Department of Energy

Panelists:

- Nicole Sintov, The Ohio State University
- Stefano Carattini, Georgia State University
- Zach Greene, The Solar Foundation
- Maria Vargas, U.S. Department of Energy

3:00 – 3:30
PM

Break

Sponsored by



3:30 – 5:00
PM

Concurrent Sessions

Lightning Session: Technology

Moderator: Elaine Ulrich, U.S. Department of Energy

6A

- Scaling Savings via Online Utility Marketplaces – Efficient Markets, Behavioral Nudging, and Targeted Incentives – Anne Arquit Niederberger, Enervee
- Social Incentives for Rooftop Solar Adoption: A New Contagion Model – James Turnure, U.S. Energy Information Administration (invited)
- Can Behavioral Economics Rescue Solar Thermal Water Heating from the Valley of Death? – Sarah Outcault, University of California, Davis
- Small Actions with Big Data for Real Change – James Hauswirth, McKinstry
- Test of a Feedback App that Increases Use of Computer Sleep Settings – TBD
- Understanding Adoption of a Key Soft Cost Reduction Strategy: Modeling Administrative Choices Regarding Streamlined Solar Permitting – Margaret Taylor, Lawrence Berkeley National Laboratory
- Can Corporate America Bring Solar PV to the Mainstream Consumer? – Tess O'Brien, EnergySage
- A Comparison of Predicted Rooftop PV Capacity and Installed Capacity – Patricia Aloise-Young, Colorado State University

6B

How Other Peoples' Actions Affect Your Own

Moderator: Annika Todd Blick, Lawrence Berkeley National Laboratory

- Harvesting Energy and Water Savings through Behavior Shifts in the Agriculture Sector – Emily Merchant, Navigant
- Group Behavior: One Key to Small Business Participation in Utility Energy Efficiency Programs – Seth Nowak, ACEEE

6C

Low-Income and Hard-to-Reach Communities

Moderator: TBD

- Behavioral Strategies to Reduce Energy Waste in Steam-Heated Dorms – Aldis Elfarsdottir, Fraunhofer CSE (invited)
- Key Considerations for Developing Communications and Outreach to Engage the Hard to Reach – Hilary Polis, Opinion Dynamics
- Using Peer Engagement to Promote Energy Efficiency – Rebecca Schaaf, Stewards of Affordable Housing for the Future
- Using Social Marketing for Non-Traditional Energy Efficiency Programs – Ersilia Serafini, Summerhill

6D

Incentives to Overcome Financial Barriers

Moderator: TBD

- Facilitating Water Heater Market Transformation through Increasing Midstream Programs' Adoption – Rosemarie Stephens-Booker, U.S. Environmental Protection Agency
- More than a Nudge: How a New Appliance Program Used Targeted Incentives to Change the Purchase Decisions of Bargain Shoppers – Brian Tholl, Fort Collins Utilities
- Habit Formation and Persistence of Effects of Time-of-Use Rates – Shawn Bodmann, DNV GL

6E

Electric Vehicles

Moderator: TBD

- How Are Electric Vehicle Consumers in Disadvantaged Communities Different? – Jamie Orose, Center for Sustainable Energy
- Tuning in to the Electric Vehicle Market – Jane Peters, Research Into Action
- Accounting for Consumer Behavior in the Assessment of California's Plug-In Electric Vehicle Infrastructure – Kadir Bedir, California Energy Commission
- Accelerating Electric Vehicle Adoption: Rethinking the Drivers of Interest and Intentions to Adopt – Karen Ehrhardt-Martinez, Navigant (invited)

6F

Panel Session: Powerful Public Engagement through Art

Moderator: Kirsi Jansa, documentary filmmaker of Sustainability Pioneers, lead organizer of the Creatives for Climate collaborative, affiliated with CMU The Institute for Green Sciences

Panelists:

- Arlene Birt, visual and public artist at Background Stories, associate professor at the Minneapolis College of Art and Design
- Rachel Guardiola, Hamiltonian Fellow at the Hamiltonian Gallery in DC - interdisciplinary artist and naturalist
- Monica Jahan Bose - artist and environmental activist, Storytelling with Saris
- Aaluk Edwardson - Inupiaq writer, performing artist and teacher, affiliated with Iñisaġvik College and the University of Alaska Fairbanks

5:30 – 7:00
PM

Evening Event

Wednesday, October 10

7:30 – 8:30 AM	Continental Breakfast and Registration
8:30 – 10:00 AM	Concurrent Sessions
7A	<p><u>Selecting and Unpacking Behaviors: A Critical First Step in Developing Effective Programs</u> Presenter: Doug McKenzie-Mohr</p> <p>This interactive session will cover how to select which behaviors to target as well as how to “unpack” selected behaviors. Determining which behaviors to target, and developing a deep understanding of the selected behaviors, is a critical first step in delivering effective community-based social marketing programs.</p>
7B	<p><u>What Can We Learn from International Case Studies?</u> Moderator: TBD</p> <ul style="list-style-type: none"> • Spotlight on the Influence of the Paris Agreement on Pro-Environmental Behavior – Andreas Bauer, University of Applied Sciences, Weihenstephan-Triesdorf • Peer-Based and Monetary-Based Factors Influencing Domestic Cooling Energy Savings in Hong Kong—An Analysis of Potential Policy Interventions – Constantine Spandagos, Hong Kong University of Science and Technology • Exposure-Enhanced Goods and Technology Disadoption: RCT Evidence with Conservation Technology – Ben Meiselman, John Hopkins University
7C	<p><u>Public Policy And The Role Of Key Stakeholders</u> Moderator: TBD</p> <ul style="list-style-type: none"> • When Policies Backfire: An Evidence-Based Approach to Optimizing Policies in the Energy Sector – David Thomson, BEworks Inc. • Coastal Resilience Policy at the Nexus of Food, Energy, and Water – Kristin Raub, University of Vermont • Stakeholder Engagement in Cap and Trade: Insights from the Regional Greenhouse Gas Initiative – Maxwell Dorman, University of Maine
7D	<p><u>Using Schools to Motivate Community Savings</u> Moderator: TBD</p> <ul style="list-style-type: none"> • A National Study: Climate Change Misconceptions among Engineering Students – Emma Coleman, Virginia Tech • Continuous Energy Improvement in Schools: A Collaborative Approach – Gina Henderson, Cadmus • Adventures in Baselineing: Tips for Accurately Determining Behavioral Savings from a K-12 Program – Todd Rogers, Energy Training Solutions
7E	<p><u>Gamification</u> Moderator: TBD</p> <ul style="list-style-type: none"> • Incentives and Leadership: Unlocking the Missing Pieces in Marine Corps Energy – Melissa Attlee, Booz Allen Hamilton (invited) • Using Competitions to Drive Market Transformation: A PG&E Zero Net Energy (ZNE) Study – Ellen Steiner, Opinion Dynamics
7F	<p><u>Gained in Translation - Overcoming Evaluation Obstacles Through International Collaboration</u> Presented by: Kira Ashby, CEE, Sea Rotmann, IEA DSM Task 24, Beth Karlin, See Change Institute</p> <p>Sometimes the hardest part of a behavior change program is verifying savings and getting credit for it. The US DOE, together with CEE and 10 North American utilities, joined a global behavior change collaboration (IEA-DSM Task 24) to tackle this problem together. Come hear what we learned from project researchers, practitioners, and international best practice and share your own insights and ideas as we tackle the last frontier of behavior - proving that what we're doing makes a difference.</p>
10:00 – 10:30 AM	Morning Break
10:30 AM – Noon	<p style="text-align: center;">CLOSING PLENARY</p> <p style="text-align: center;">Mining Minds for a Better World: Pioneers Talk about Environmental Social Science Research</p> <p>In a meeting of minds, leaders in the field of environmental social science discuss what they have learned about turning their research into action. Join our panelists as they reflect on their decades of work and the insights they have gained. What are the most promising methods for promoting pro-environmental behavior? How have things changed (or stayed the same) over the years? What should we study next? Our panelists will discuss these and other important topics and answer your questions.</p> <p>Moderator: Reuven Sussman, ACEEE</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Tom Dietz, Distinguished Professor and Founder of the Social and Environmental Research Institute, Michigan State University • Paul Stern, President, Social and Environmental Research Institute and Professor II, Norwegian University of Science and Technology, Senior Program Officer (retired), National Academies of Sciences, Engineering, and Medicine • Robert Gifford, Professor of Psychology and Environmental Studies, Founder of Environmental Psychology Program, University of Victoria • Elke Weber, Gerhard R. Andlinger Professor in Energy and the Environment, Professor of Psychology and Public Affairs, Princeton University

Pre- and Post-Conference Workshops

Sunday, October 7

- 10:00 AM – 6:00 PM | Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing
Doug McKenzie-Mohr, Ph.D.
- 1:00 PM – 5:00 PM | Bringing People to the Solution - Be Ready Now
Dan Barry, ecoAmerica
- 1:00 PM – 5:00 PM | Who, What, Where, When, How, and Why: Asking the Right Questions and Applying the Right Tools to Answer Your Pressing Policy and Program Questions
Anne Dougherty, ILLUME Advising

Wednesday, October 10

- 7:30 AM – 7:30 PM | Inaugural DC Forum: Leveraging the Intersections – Bringing Together Social Issues, Perspectives, and Change Agents to Unlock Today’s Challenges
Social Marketing Association of North America

[More Workshop Information](#)

Acknowledgements

Convening Directors

Steven Nadel, ACEEE
Carl Blumstein, Director, CIEE, UC Berkeley
James Sweeney, PEEC, Stanford University

Conference Co-Chairs

Naomi Baum, ACEEE
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Program Committee

Chair: Chris Jones, CoolClimate, UC Berkeley
Pat Aloise-Young, Colorado State University
Shawn Bodmann, DNV-GL
Linda Dethman, Research Into Action
Karen Ehrhardt-Martinez, Navigant
Rebecca Ford, Environmental Change Institute in Oxford
Cindy Frantz, Oberlin College
Lindsay Graham, University of California, Berkeley
Darrin Kayser, Booz Allen Hamilton
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Susan Norris, Pacific Gas and Electric Company
Derek Okada, Southern California Edison
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Contributors



Hotel Welcome Package



Precourt Fellows Scholarship



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Young Professionals Reception



Monday Morning Breakfast



Poster Reception Refreshments



Monday Afternoon Break

UNIVERSITY OF HAWAII AT MĀNOA
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Tuesday Morning Break



Tuesday Afternoon Break



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