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	Pre-Conference Workshops *(see page 9 for details)*
5:30 – 6:45 PM Columbia A	Young Professionals Reception *Sponsored by* ICF
7:00 – 9:00 PM Regency A	Building Bridges: Kickoff Program and Dessert Reception Registration 6:00 – 8:00 PM

Monday, October 8

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

8:30 – 10:00 AM Regency A

OPENING PLENARY

Keynote: George Marshall
Building Bridges: Speaking to Shared Values and Collective Purpose

George Marshall is an internationally known British environmentalist, writer, researcher, and specialist in climate change communication. He is the founder of Climate Outreach, based in Oxford, and specializes in increasing public engagement with hard-to-reach audiences, social conservatives, and people of faith. 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.

10:00–10:30 AM Morning Break *Sponsored by* research into action

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Monday, October 8

10:30 AM – 12:00 PM — Concurrent Sessions

Columbia B

Lightning Session: Social Marketing and Communications

Moderator: Maria Vargas, US Department of Energy

- 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
- ThermWise Energy Efficiency Programs: If You Conserve, You Can Save! – Ted Peterson, Dominion Energy
- Making Insights Actionable – Sarah Gibson, Brand Cool

Regency D

Energy in Households: Dynamics, Roles, Action!

Moderator: Lea Lupkin, ICF

- Maximizing Energy Savings Tips: From Tidbit of Information to Inspiring Action – Kimberly Conley, Pacific Gas and Electric Company
- Social Interactions Around Thermal Comfort, and Their Impact on Energy Saving Behaviors – Lee White, Ohio State University
- Clean Cookstoves: Behavior Change Interventions to Increase Adoption – Dylan Furszyfer, Imperial College London

Regency B

New Technologies for the Consumer of the Future

Moderator: Kevin M. Thompson, Southern California Edison

- 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
- Towards a 21st Century Evaluation Toolkit – Dan Fredman, VEIC

Regency C

Electrification: Industry In Transition

Moderator: Justin Margolies, WECC

- Beneficial Electrification: Changing the Way We Think About Electricity – Keith Dennis, NRECA
- Turning Down the Heat (Emissions)...What Works in Encouraging Low Carbon Heating Behaviour? – Ben Walker, Department for Business, Energy and Industrial Strategy, UK Government
- Electrification and Carbon: Cost Effectiveness Assessment – James Stewart, Cadmus
- Beneficial Electrification and Emerging Policy Needs – Robin Roy, Next Energy US

Hall of Battles

Values, Beliefs, & Culture

Moderator: Liz Kelley, ILLUME Advising

- How Much?! Understanding Energy as a Meaningful Product Attribute in Consumer Decision Making – Guy Champniss, Enervee
- 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

Columbia A

Panel Session: Energy Efficiency: More than Rebates

Moderator: Taresa Lawrence, DC Department of Energy and Environment

Panelists:

- Benjamin Burdick, DC Sustainable Energy Utility
- Ted Trabue, DC Sustainable Energy Utility
- Cliff Majersik, Institute for Market Transformation
- Edward Yim, DC Department of Energy and Environment

12:00 –1:30 PM — Lunch - Regency A

12:00 – 1:30 PM — Precourt Fellows Lunch – Columbia C

1:30 – 3:00 PM **Concurrent Sessions**

Columbia B

Lightning Session: Program Design

Moderator: Gene Rodrigues, ICF

- 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
- 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
- Using Performance-Based Solutions, User-Centered Design, and Humor to Improve Compliance – Jill Marver, Pacific Gas and Electric Company
- Group Behavior: One Key to Small Business Participation in Utility Energy Efficiency Programs – Seth Nowak, ACEEE

Hall of Battles

Methods and Metrics for Divergent Populations

Moderator: Jonathan Cohen, US Department of Energy

- Energy Affordability and Access – Jessica Lin, US 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

Regency B

The Roles and Potential of Local Governments

Moderator: Jeff Domanski, Hudson Valley Energy

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

Regency D

Varied Approaches to Engaging Customers

Moderator: Marisa Uchin, Oracle

- 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 Consumer Connection: A Consumer-Centric Approach to Delivering Home Energy Services – Lauren Cheatham, University of Hawaii
- Harvesting Savings in the Agriculture Sector – Emily Merchant, Navigant

Regency C

New Mobility

Moderator: Rachael Nealer, US Department of Energy

- Emerging Behavioral Data and Insights Shaping Public and Private Urban Mobility Services – Clement Rames, National Renewable Energy Laboratory
- Big Data Approach to Understand the Energy Impacts of Transportation Behavior – Jacob Holden, National Renewable Energy Laboratory
- On-Demand Ridesourcing has Reduced Per-Capita Vehicle Registrations and Air Pollutant Emissions in the United States – Jake Ward, 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

Columbia A

Panel Session: Building Political Bridges over Climate Change

The prospects for bipartisan climate action have seemed dim to non-existent in recent years. But behind the partisan polarization, a new generation of conservative thinkers on climate and energy has taken shape, with a new set of policy ideas—and a new set of expectations about what cooperation across the aisle might entail. The think tank New America and the donor advisors InvestAmerica have jointly researched how conservative groups are seeking to open opportunities for climate action. This panel of conservatives and analysts explores what bipartisan climate action might look like, and the opportunities and pitfalls of working across the aisle

Moderator: Heather Hurlburt, Director New Models of Policy Change, New America

Panelists:

- Kahlil Byrd, Founder and CEO, InvestAmerica
- Joseph Majkut, Director of Climate Policy, Niskanen Center
- Rich Powell, Executive Director, Clear Path Foundation

3:00 – 3:30 PM **Afternoon Break** *Sponsored by* SHIDLER COLLEGE OF BUSINESS

3:30 – 5:00 PM **Concurrent Sessions**

Columbia B

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
- Effects of Feedback and Clear Invoicing on Recycling in Two Different Sectors – Dana D'Souza, Skumatz Economic Research Associates
- Delivering on Home Energy Automation with Smart Speakers – Laura Cornish, Ecotagious
- Button up Vermont: A Statewide Thermal Efficiency Campaign – Paul Markowitz, Vermont Energy Investment Corp.

Hall of Battles

Measuring the Effect of Radically Different Approaches to Engaging Residents

Moderator: Doreen Caruth, Pacific Gas and Electric Company

- Energy-Saving Tweaks: A Viable Solution? – Debbie Brannan, Navigant
- Technology-Forward Solutions: Online Platforms as Energy Efficiency Delivery Vehicles – Lullit Getachew, DNV GL
- Measuring the Effects: Time of Use Pricing with Demand Response Events – Ryan Fulleman, Cadmus
- Energy Saving Kits - A Cross-Country Case Study Comparison – Sea Rotmann, IEA DSM Task 24

Regency D

Customers! — Decision Modes, Messaging, and Satisfaction with Utilities

Moderator: Linda Schuck, University of California, Berkeley

- How We Decide Shapes What We Decide: Decision Modes Predict Consumer Decisions about Environmentally Friendly Electrical Utility Options – Elke Weber, Princeton University
- Talking Cash or Talking Environment? Target-group Specific Communication of Community Solar Offerings – Alexander Stauch, University of St. Gallen
- What's the "Buzz" about ENERGY STAR®? The Value of ENERGY STAR for Utility Partners – Wesley Schultz, California State University, San Marcos

Regency C

Time Varying Pricing and Effects on Customers

Moderator: Susan Norris, Pacific Gas and Electric Company

- 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, Ohio State University
- In the Heart of the Valley: Findings and Implications for TOU from a 100 Home Temperature Study in Huron, CA – Andy Bilich, Environmental Defense Fund
- Understanding Customer Choice in Electricity Service Plans – Minhua Long, Electric Power Research Institute

Regency B

Renewable Energy Frontiers

Moderator: Graziella Siciliano, Environmental Defense Fund

- 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 – Jinging Zhang, Lawrence Berkeley National Laboratory
- Expanding Rooftop Solar Adoption: Comparing Low- and High-Income Households – Kim Wolske, University of Chicago

Columbia A

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

Moderator: Victor Walker, Idaho National Laboratory

Panelists:

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

5:45 – 7:30 PM **Poster Reception**

Refreshments sponsored by the Energy Coalition

Tuesday, October 9

7:30 – 8:15 AM — Continental Breakfast and Registration — *Sponsored by* ILLUME

8:15 – 10:00 AM — Regency A

Let's Talk Driverless Cars (by the former Governor of the Automotive Capital of the World) Hon. 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 among 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.

Panel Session: How the Media Covers Climate Change

Moderator: Wendy Koch, ACEEE

Doyle Rice
USA TODAY

Zahra Hirji
Buzzfeed

Marianne Lavelle
Inside Climate News

Panelists:

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

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

10:30 AM – 12:00 PM — Concurrent Sessions

Columbia B

Lightning Session: Innovations in Models, Metrics, and Customer Choice

Moderator: Sharyn Barata, Opinion Dynamics

- Service System Research Aspects of Energy Service Systems – Kazuyoshi Hidaka, Tokyo Institute of Technology
- Enlightening Behaviors—How Customers Make Their Light Bulb Purchases – Kessie Avseikova, Opinion Dynamics
- Energy-Related Financial Literacy and Its Determinants: A Case Study from Nepal – Nilkanth Kumar, ETH Zurich
- Higher Price or Higher Electricity Cost? Consumer Choices on Purchasing Air Conditioners 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
- Decision-tree Models for Identifying Consumer Segments – Susan Mazur-Stommen, Indicia Consulting

Regency D

Digital Media for Energy Savings

Moderator: Laura Cornish, Ecotagious

- 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 – Paul McDonald, Oracle Utilities
- Motivating Residential Behavioral Load Curtailment through Rewards – Melissa Piper, National Grid

Regency B

Stimulating Behavior Change in Homes and Neighborhoods

Moderator: Karen Florini, Climate Central

- The Effects of Contractor-Led Social Marketing on Homeowner Energy Conservation Behavior – Kathryn Caldwell, Ithaca College
- Georgia Talks: Using Ethnography in Customer Research to Unearth Hidden Majorities – Amanda Maass, ILLUME Advising
- Multi-Family Conservation Competition Results – Hal Nelson, Res-Intel
- 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**
Regency C	**The Future of Energy is Near: Lessons Learned from Communications Pioneers** Moderator: Darrin Kayser, Booz Allen Hamilton • Driving Success through Smart Segmentation and Leveraging the Value of the ENERGY STAR® Brand – Jill Vohr, US Environmental Protection Agency • Who will Partner with Utilities on Demand Reduction, Storage, and Renewable Generation? New Life for the Old 'Gen Pop' Survey – Molly Podolefsky, Navigant • Developing Systems Thinking as a Means for Building Operator Training – Robert Cox, UNC Charlotte • Managing Plot Twists: A Program Director's Guide – Bethany Olson, Elevate Energy
Hall of Battles	**New Forms of Program Participation in the Commercial Sector** Moderator: Hollie Whitmire, Franklin Energy • 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 – Kathryn Janda, De Montfort University
Columbia A	**Panel Session: Human Sides of Connected and Autonomous Vehicles: What We Already Know and What We Need to Know** Moderator: Guodong Sun, KAPSARC Panelists: • Alexander Davis, Carnegie Mellon University • Jennifer Hatch, Boston University
12:00 – 1:00 PM	**Lunch – Room Regency A**
1:00 – 2:30 PM	**Concurrent Sessions**
Columbia B	**Lightning Session: Transportation** Moderator: Kendra Harvey, District of Columbia Department of Transportation • Transportation Benefits of Parking Cash-Out, Pre-Tax Commuter Benefits, and Parking Surtaxes – Allen Greenberg, US Department of Transportation • 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 • Understanding PEV Charging Flexibility in Response to Time-of-Use Pricing – Matthew Moniot, National Renewable Energy Laboratory • Optimizing Clean Vehicle Subsidies – Rubal Dua, KAPSARC • Exploring the Role of Access to Residential Charging in the Rate of Adoption of ULEVs in London – Shaherah Jordan, University of East London • Get Moving, Marine! Transforming Mobility and Behavior on Bases – Allie Erenbaum, Booz Allen Hamilton
Hall of Battles	**Machine Learning: Opportunities and Challenges** Moderator: David Moore, Oracle • Implicit Bias in Customer Modeling – Katie Chiccarelli, Applied Energy Group • Machine Learning and Ethnography: An Unlikely Pair – Riana Johnson, ILLUME Advising • Who's Driving This Thing? Better Customer Targeting through Machine Learning – Jason Lai, Navigant
Regency D	**Opportunities to Educate and Serve Hard-to-Reach Communities** Moderator: Connie Clouston, National Grid • It Takes a Village: Influencing Customer Behavior through an Ecosystem of Actors – Amber Watkins, DNV GL • Enhancing Energy Savings for Low-Income Customers – Gina Henderson, Cadmus • Lessons Learned Working with Low-Income Seniors – Samantha Chiu, Elevate Energy • 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
Regency C	**Power from the People: Perspectives for Utility Mass Market Communication** Moderator: Shawn Bodmann, DNV-GL • Dealing with Customer Complaints about Home Energy Report Programs – Beth Fitzjarrald, E Source • Improving Program Savings with Effective Messaging – Jennifer Hampton, Navigant • They Who Hold the Power: Increasing Utility-Level Confidence in Demand-Side Management Tools – Allegra Hodges, Portland General Electric
Regency B	**Smart Thermostats** Moderator: Linda Dethman, Research Into Action • Surveying Participants in "Invisible" Programs – Jane Hummer, Navigant • The Human Dimension of BYOT Programs – Kathleen Ward, Navigant • Identify Energy-Saving Opportunities Remotely and Connect the Dots – Shannon Stendel, WECC

Columbia A

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

Moderator: David Rench McCauley, US Department of Energy

Panelists:

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

2:30 – 3:00 PM **Break** *Sponsored by* Opinion Dynamics

3:00 – 4:30 PM **Concurrent Sessions**

Columbia B

Lightning Session: Technology

Moderator: Elaine Ulrich, US Department of Energy

- 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, US Energy Information Administration
- Solar Water Heating: An Integrated Technology Assessment – Sarah Outcault, University of California, Davis
- Small Actions with Big Data for Real Change – James Hauswirth, McKinstry
- A Feedback App that Improves Use of Computer Sleep Settings – Joy Pixley, University of California, Irvine
- 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? – Vikram Aggarwal, EnergySage
- A Comparison of Predicted Rooftop PV Capacity and Installed Capacity – Patricia Aloise-Young, Colorado State University

Hall of Battles

What Can We Learn from International Case Studies?

Moderator: Christine Egan, Collaborative Labeling and Appliance Standards Program (CLASP)

- 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, Johns Hopkins University

Regency D

Achieving Results with Hard-to-Reach Populations

Moderator: Kathy Kuntz, Cool Choices

- Behavioral Strategies to Reduce Energy Waste in Steam-Heated Dorms – Aldis Elfarsdottir, Fraunhofer CSE
- 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
- Achieving Measurable Energy Savings Through Behaviour Change Campaigns in Hard-To-Reach Customer Segments – Ersilia Serafini, Summerhill

Regency C

Incentives to Overcome Financial Barriers

Moderator: Jennifer Robinson, EPRI

- Facilitating Water Heater Market Transformation through Increasing Midstream Programs' Adoption – Rosemarie Stephens-Booker, US 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

Regency B

Tangible Efforts to Enhance Electric Vehicle Adoption

Moderator: Rachel Flynn-Kasuba, National Grid

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

Columbia A

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 Carnegie Mellon University's 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 - Iñupiaq writer, performing artist and teacher, affiliated with Iḷisaġvik College and the University of Alaska Fairbanks

4:30 – 4:45 PM **Break**

4:45 – 5:45 PM

Regency A

How to Find Common Ground on Climate and Energy Policy: Economic Prosperity and Shared Opportunities

Moderator: Sharon E. Burke, New America

A discussion with Sen. Sheldon Whitehouse.

6:00 – 7:00 PM
Informal Session
Hall of Battles

How to Get Published

- Jennifer Richler (Nature Journals)
- Denise Penrose (Springer Books and Journals)

7:15 PM **Organized Dinners** *(meet in the hotel lobby at 7:15 PM)*

Wednesday, October 10

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

8:30 – 10:00 AM **Concurrent Sessions**

Columbia B

Selecting and Unpacking Behaviors: A Critical First Step in Developing Effective Programs

Presenter: Doug McKenzie-Mohr, McKenzie-Mohr and Associates

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.

Regency B

Public Policy and the Role of Key Stakeholders

Moderator: Chris Jones, University of California, Berkeley

- 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

Regency C

Using Schools to Motivate Community Change

Moderator: Matt Williams, University of Florida

- Continuous Energy Improvement in Schools: A Collaborative Approach – Gina Henderson, Cadmus
- Activating School Communities as Catalysts for Clean Energy Change – Tish Tablan, Generation 180
- A National Study: Climate Change Misconceptions among Engineering Students – Emma Coleman, Virginia Tech

Hall of Battles

Games and Competitions

Moderator: Cindy Frantz, Oberlin College

- Incentives and Leadership: Unlocking the Missing Pieces in Marine Corps Energy – Brenna Thorpe, Booz Allen Hamilton
- Using Competitions to Drive Market Transformation: A PG&E Zero Net Energy (ZNE) Study – Ellen Steiner, Opinion Dynamics

Columbia A

Gained in Translation—Overcoming Evaluation Obstacles through International Collaboration

Presented by: Kira Ashby, CEE, Sea Rotmann, IEA DSM Task 24, Beth Karlin, See Change Institute

Sometimes the hardest part of a behavior change program is verifying savings and getting credit for it. The US Department of Energy, 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.

10:00 – 10:30 AM **Morning Break**

10:30 AM – Noon

CLOSING PLENARY

Mining Minds for a Better World: Pioneers Talk about Environmental Social Science Research

Regency A

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.

Moderator: Reuven Sussman, ACEEE

Panelists:

- 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
- 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

- 1:00 PM – 4:30 PM | **Trading Places: Using Personal Experience to Engage Low Income Households**–Energy Messaging to LMI Households
  Daphany Rose Sanchez, Kinetic Communities
- 1:00 PM – 2:30 PM | Behavior Mapping
  Maura Farver, Duke University
- 7:30 AM – 5:30 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
Reuven Sussman, ACEEE
Therese Peffer, CIEE, UC Berkeley
Margaret Taylor, PEEC, Stanford University

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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
Liz Kelley, ILLUME Advising
Mithra Moezzi, Portland State University
Hal Nelson, Portland State University
Susan Norris, Pacific Gas and Electric Company
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Gil Tal, University of California, Davis
Annika Todd, Lawrence Berkeley National Laboratory
Elaine Ulrich, SunShot, US Department of Energy
Shruti Vaidyanathan, ACEEE
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Morris S. Smith Foundation
Sterling Franklin, Trustee

Young Professionals Reception

ICF

Monday Morning Break

research into action

Poster Reception Refreshments

the Energy Coalition

Monday Afternoon Break

UNIVERSITY OF HAWAI'I AT MĀNOA
SHIDLER COLLEGE OF BUSINESS
• International Excellence •

Tuesday Morning Breakfast

ILLUME

Tuesday Morning Break

Tuesday Afternoon Break

Opinion Dynamics

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