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**Title:** Now and Then: A Decade of Behavioral Approaches in Efficiency Programs

**Abstract:** The energy efficiency industry has increasingly recognized the potential benefits of applying insights from social science to broaden the scope of energy efficiency programs and tap into new energy saving opportunities. To help program administrators leverage these opportunities, the Consortium for Energy Efficiency (CEE) has collected information from its membership every year for the past ten years on existing behavioral approaches and their evaluation. This has resulted in the largest annual data collection effort about behavioral approaches in energy efficiency programs. This rich repository of program information offers unique insight into the current landscape of these programs in the United States and Canada and guidance for future opportunities. This presentation will compare key findings from the initial years of data collection, which were presented at BECC in 2015, to the most recent four years of data. (The data collection for the most recent phase of this work will be complete in June 2019.) The presentation will also consider trends over all years, highlight evaluation methods and important lessons learned, and identify which social science insights are incorporated into programs (and how). Our conclusions will include an assessment of emerging trends in behavioral approaches in programs, and illustrate our advancing understanding of the opportunities and challenges of applying social science to efficiency programs.