

## **Jems Geppner, Erase40.org**

**Title:** Changing the Status Quo: Opportunities for High-Impact Interventions throughout the Building Industry

**Abstract:** Zero energy building technology (especially Passive House) are ready and available to reduce the emissions of buildings by 70% or more (buildings account for 40% of global anthropogenic emissions). However, the adoption rates are currently very low and efforts by advocates fall far short of what is required. In order to scale rapidly there is a need for "pull" efforts in the market – finding ways to drive demand among funders, home buyers, renters, developers and behavioral interventions are the key to this approach. This panel will provide a discussion, with ample Q&A time, about how to break down an industry into pieces and identify opportunities for interventions including changing decision-making by players in the industry, giving an alternative to the top down approach. Jeff Domanski will provide a background on the policy, programmatic, and organizational efforts to-date to promote high performance building across the industry, including building code, voluntary rating systems, and state and local programs, and identify the challenges which explain why these efforts are falling short to scale the adoption of readily available technologies and building methods. James Geppner will discuss his research on building industry decision-making and the interventions he developed at Erase40.org. One of the central ideas behind Erase40.org is the notion that a series of behavioral interventions dropped into a number of places in the building industry is sufficient to make zero energy buildings the norm instead of the exception. What's funny about this seemingly far-fetched notion is that the list of advantages is very long. James will talk about what these advantages are and how Erase40 broke down this massive industry with its many players in a way that allowed us to find those behaviors (of manufacturers, lenders, home buyers, architects, developers, etc.) that stand in the way of widespread adoption. James will also describe three interventions, one of which is designed for the first meeting between an architect and home buyers. Because this is such a consequential decision in terms of emissions we see the potential of this intervention this is an upper boundary as being an annual 49 million metric tons CO2 reduction in the U.S. Additional Panelists Note: We have a number of ideas as to who to invite to join the panel but would welcome ideas too. We'd like this the panel to also talk about moving to electrification through interventions early in the decision chain.