

Scaling Up Change

behavior, energy & climate change
becc

convened by

ACEEE
American Council for an Energy-Efficient Economy

clee
University of California
California Institute
for energy and the environment

Stanford | Environmental and Energy
Policy Analysis Center

Launched by the Precourt Institute for Energy and Stanford Institute for Economic Policy Research

Speaker's Guide

Thank You!

- Your moderator
- What is in the room.
- What we are asking you to do.
- Slide template question
- Optimize on your time spent with us.

Your Moderator

- You should have heard from you moderator.
- The moderator should have discussed what you and they see as the main theme of your session.
- The moderator can (and should have) changed
 - The session title
 - Discussed speaker order
 - Set time allocations for presentation and questions and answers
 - Remind speakers about permission slips
 - Asked for a draft slide deck and a credentialing bio

What is a credentialing bio?

It is a short bio that says:

- Your name, where you work, and your main area of responsibility.
- Why we should trust what you are about to present.
For example:
 - “I worked in multifamily housing as a resident and a resident manager for the past 18 years. I saw the need for...”
 - “I have many resources that the attendees may be interested using and I welcome the opportunity to share information.”

In Your Session Room

- Your session is 90 minutes
- What is in the room
 - Table at the front for the speakers
 - Table tents with speaker names
 - Water and glasses
 - One microphone on the table
 - Podium with a hard-wired microphone
 - Pointer
 - Computer that is the session's slide master
 - Data projector
 - Speaker timer





Content



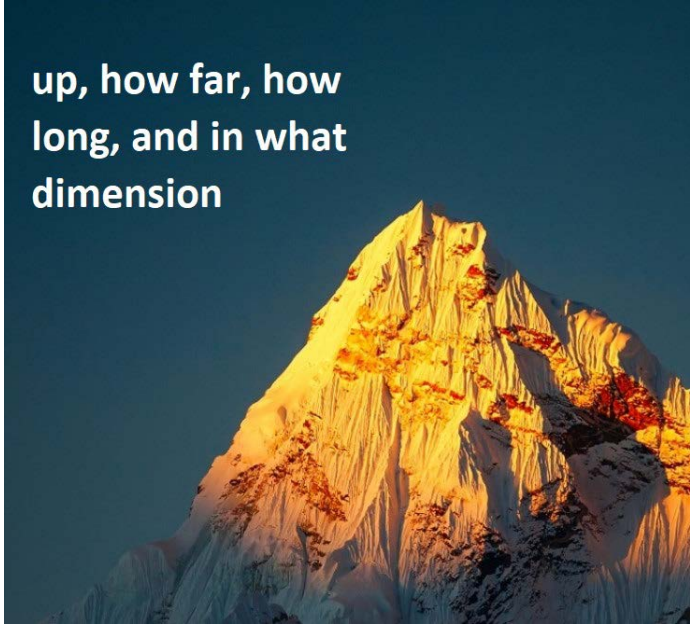
Basics, The Heart
and Soul of BECC
is a behavior.

Why do people behave as they do?
(What motivated the idea?)

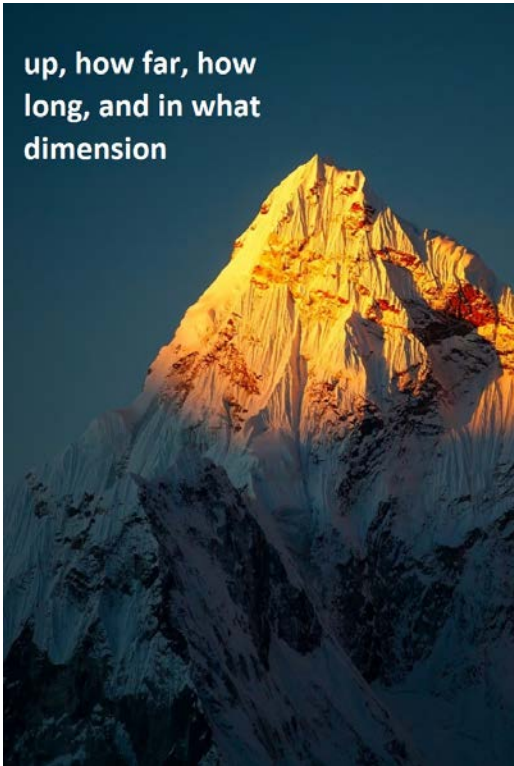
Can BECC play a role in influencing
how people behave? If so

- Where
- How
- What
- Why

up, how far, how
long, and in what
dimension

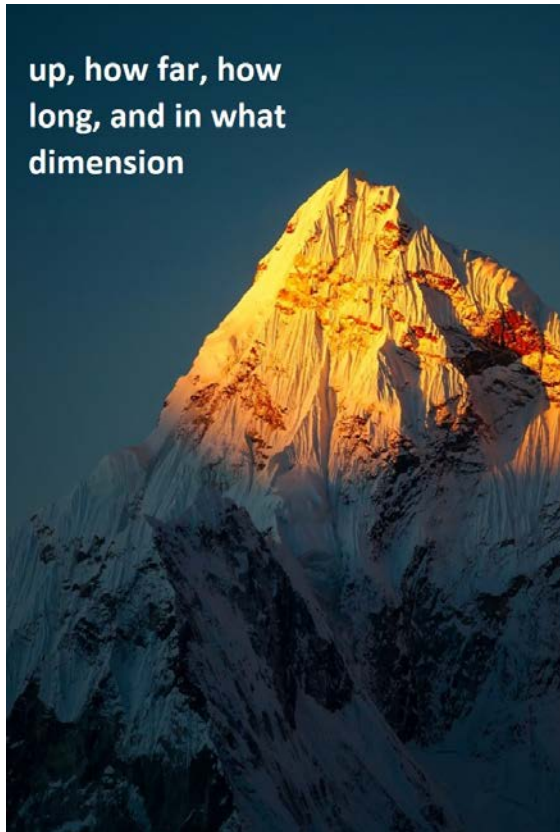


For this conference, how can we use what we know about behavior and motivations to scale up our work.



Scaling up means critically examining current projects, programs, or policies and expanding, adapting, sustaining or in some cases, sunseting them, in different ways over time for greater effect.

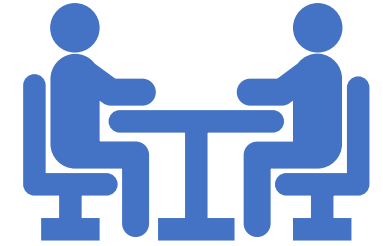
So What Is Scaling Up



Scaling Up—Points of Consideration

- Are there other markets that share motivation/behavior characteristics that might be able to use the learnings from this work?
- How might this work lead to better coordination of other efforts? Synergies?
- Will this work best at a community, regional, state or national level? Is there an optimal size?
- Is there a guide or some other material that someone might use to leverage off what you have done.
- What leadership will be required?

Know the “so what”
of your
presentation--the
behavioral elevator
speech and



- Share it with your moderator

Who is in
charge of
slide
decks?



Go to registration and find the computer which corresponds to your presentation room.

1. Find the computer assigned to your session's room

2. Find the day of your speaking event (Monday, Tuesday, or Wednesday).

3. Then find the folder for your session (Matches your session title, not your paper title).

4. Paste your presentation into this session folder, saved by last name.



Relax and meet us at the reception!

Speakers: What you will see on the desktop assigned to your room

- This is what you will see on the desktop for your session room:

- Monday

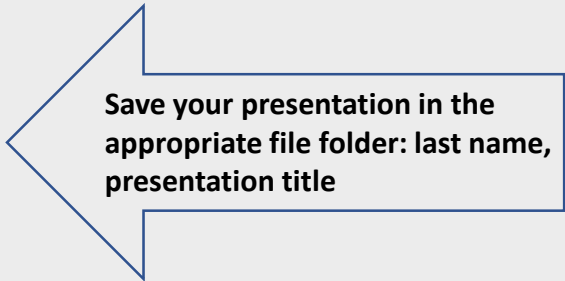
- 10:30-12:00 – Social Media
- 1:30-3:00 – Can Big Data Live Up to Hype
- 3:30-5:00 - Storytelling

- Tuesday

- 8:30-10:00 - Lightning
- 10:30-12:00 – Spotlight
- 1:30-3:00 – Increasing Engagement
- 3:30-5:00 – Consumer Adoption of New Mobility

- Wednesday

- 8:30-10:00 - Lightning



Save your presentation in the appropriate file folder: last name, presentation title

Use your template or design.
However add our logo on the
front page.

Page one of Two



Add a footer to each page thereafter.

- For reference purposes, add a footer to each page in 8pt font in any corner. For a particular page, if it interferes with your content, it can be omitted.

Limited Time Offer!

See example from the 2018 library:

- <https://intelliquestmedia.com/store/events/2018-becc>
- Order proceedings before 8:00 am Monday 11/18:
 - \$30 for access to the online full set of proceedings
 - Prefer a thumb drive? Order it for \$99.
- What's in your package:
 - Lifetime Access To All 47 Sessions
 - Synced Audio with Slides
 - Stream or Download
 - Accessible on Portable Devices
- After 8:00 am November 18, the price goes up.

Contact: Mahany0504@gmail.com



How to Engage in Conversation with Speakers and the Audience (examples)



How does this project (or research) inform or effect behavior, energy, and climate change today? And is it suggesting a path for tomorrow?



Can this project (or research) be used to create or improve other work efforts in this area?



What might be the intended and unintended outcomes—positive or negative?



How can this work be framed to support advocates, policymakers, faith-based groups (don't forget conservatives) working in this area?