



# Behavior, Energy & Climate Change Conference

*Advancing behavioral research, policy, and action to speed climate solutions*

Convened by:

**Stanford**

Environmental and Energy  
Policy Analysis Center



**ACEEE**  
American Council for an Energy-Efficient Economy

BECC 2020 | December 6-9, 2020 | Washington, DC | Capital Hilton, 1001 16th St NW  
[beccconference.org](http://beccconference.org)

## Call for Renewable Energy Abstracts

Mitigating climate change is more urgent than ever, and we need major leaps in systems and behaviors to address this critical issue. Adoption of renewable energy is a key piece of any effective climate action plan. For more than a decade, BECC has presented behavioral research on the use and adoption of solar power and other renewables.

Understanding why people adopt renewable energy and how to nudge people and organizations to increase adoption is critical. Moreover, now is the time to move from nudges to leaps.

BECC invites you to present your work and learn from others about how to encourage adoption of solar energy and other renewables, as well as how to evaluate these programs, how to understand why individuals and groups adopt (or fail to adopt), and how to create programs that are fair and equitable. Researchers, academics, businesses, utilities, governments, and nonprofits come together to learn and network at this unique conference.

Visit [BECCconference.org](http://BECCconference.org) to Submit a Presentation Abstract



*Sample topics of interest include:*

- **Marketing** renewable energy
- **Why consumers switch** to renewables
- Consumer **motivations**
- How to encourage renewable **installation**
- **Public perceptions** of renewable energy
- Renewables in private **business**
- Public or **government** initiatives

**This year's theme: *From nudge to leap!***

**Deadline:** April 1, 2020

**Length:** 300 words

**Format options:** Individual presentation (poster or oral) or panel/symposium

**Topics:** Refer to the website for more details [beccconference.org](http://beccconference.org)

**Review:** Abstracts will be reviewed by a panel of experts and authors will be notified of acceptance in early summer of 2020. Priority will be given to new work with original information.

## About BECC

BECC is the premier conference focused on understanding human behavior and decision making and applying that knowledge to accelerate our transition to a sustainable, low-carbon future.