



# Behavior, Energy & Climate Change Conference

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

Convened by:

**Stanford**

Environmental and Energy  
Policy Analysis Center



BECC 2020

December 6-9, 2020

Washington, DC

Capital Hilton, 1001 16th St NW  
[beccconference.org](http://beccconference.org)

## Call for Social Marketing Abstracts

Mitigating climate change is more urgent than ever, and we need major leaps in systems and behaviors to address this critical issue. For more than a decade, BECC has presented social marketing research on nudging people and organizations to make these changes.

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 behavior change for energy and carbon reduction, evaluate these programs, understand why individuals and groups change, and make these transitions in fair and equitable ways. Researchers, academics, businesses, utilities, governments, and nonprofits come together to learn and network at this unique conference.

Click [here](#) to submit a presentation abstract



**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:** BECC accepts abstracts in 18 issue areas. Refer to the website for 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 2020.

***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.***