



Behavior, Energy & Climate Change Conference

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

Convened by: **Stanford** | Environmental and Energy Policy Analysis Center

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BECC 2020 | December 6-9, 2020 | Washington, DC | Capital Hilton, 1001 16th St NW
 beccconference.org

Abstract Submission Closes April 1



Utilities are important players in transitioning to a new energy economy, and BECC wants to feature utility work at this conference. Utilities can use their 45 years of experience in delivering energy management innovations and 120+ years in providing trusted services to move from nudges to leaps.

BECC has been at the forefront of **exploring how to enable people and corporations to use modern behavioral economics**. We cover neurological studies on where and how to affect thinking, how to influence and nudge change from communities to large corporations—and everything in between. Sound too academic? It is not. It is simply smart to use the learnings from these bodies of research and pair them with what you are doing.

Every year BECC attendees include utilities that have doubled-down on programs and outreach that puts the customer at the center. We want to expand this to hear from experiences with literally thousands of utility-based energy efficiency and renewable energy projects and programs.

BECC attendees, like yourself, conduct research and analysis that you can use for better planning and customer services. Be part of the conversation and submit your work.

BECC is interested in your new programs for meeting corporate and customer expectations which:

- use **big data** that are collected by milli-seconds on up
- offers **funding options** for energy upgrades
- creates job prospects **for future workforce**
- creates **energy security** options
- deals with the requirement to be **green and regulated**

Think of it this way. Hundreds of consumer-based programs are discussed at BECC each year. Can their and your work be used to leap over market hurdles?

[Submit your abstract](#)