BECC 2020 Program
All Times Shown in Eastern Standard Time (EST)

MONDAY, December 7 — Framing the Discussion

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<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Session 1A</th>
<th>Session 1B</th>
<th>Session 1C</th>
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<tr>
<td>11:30–12 Noon</td>
<td>Opening Reception: Meet and connect online with conference attendees. Visit the &quot;help desk&quot; for technical issues.</td>
<td>Social Science Insights&lt;br&gt;Facilitators: Beth Karlin, See Change Institute  Nick Lange, ICF</td>
<td>Social Science Insights&lt;br&gt;Facilitators: Rita Ballesteros, Consultant, RAB Associates</td>
<td>Reimagining Creativity; Inspiring Behavior Change&lt;br&gt;Facilitators: Marda Kirn, EcoArts Connections</td>
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<tr>
<td>Noon–1:00 pm</td>
<td>WELCOME, OPENING PLENARY, and KEYNOTE&lt;br&gt;Juliet Schor, The Sharing Economy and Sustainable Consumption</td>
<td>The sharing economy was launched in the late 2000s with the promise that it would bring lower eco and carbon footprints. Consumers would share rides, tools, lodging, and food. Majorities of Americans believed the promise, which lent a &quot;green halo&quot; to the sector. A decade later, it's clear that the biggest platforms, such as Airbnb and Uber, have had negative impacts on carbon footprints by inducing private transport and additional travel. But what about more genuine forms of sharing? If consumers did deploy resources more efficiently and act in more generous ways to others, can that be a foundation for sustainability? In this talk, Dr. Schor will report on a decade of research on the &quot;sharing economy,&quot; including both the large corporate platforms and smaller community initiatives, and their implications for energy and climate.</td>
<td>Social Science Insights&lt;br&gt;Facilitators: Hale Forester, See Change Institute</td>
<td>Images and storytelling are increasingly used to improve climate change communication, often without the recognition that bot</td>
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<tr>
<td>1:00–1:15 pm</td>
<td>Panel</td>
<td>Integrated Energy Decision Making: How, When, and Why Adoption and Co-Adoption Happen – Vivek Shasry, The University of Texas</td>
<td>The Role of Fidelity in Response to Climate Change among Americans of Diverse Racial and Ethnic Identities – Laura Botero, Macalester College</td>
<td>Reimagining Creativity; Inspiring Behavior Change&lt;br&gt;Facilitators: Marda Kirn, EcoArts Connections</td>
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<tr>
<td>1:15–2:15 pm</td>
<td>Session 1A</td>
<td>Maximizing Home Energy Retrofit Uptake through Improved Design of Home Energy Reports – Karl Purcell, Sustainable Energy Authority of Ireland</td>
<td>The Journey to Equitable Access: Empowering Underserved Communities with Energy Efficiency Education – Yasmine Abraham, EmpowerMe</td>
<td>Images and storytelling are increasingly used to improve climate change communication, often without the recognition that both of these tools have their foundations in the arts. Other helpful tools that have their roots in the arts include &quot;inviting people in&quot; instead of &quot;pushing information out&quot; to inspire successful attitudinal and behavior change. Learn about ways you might ally with the arts to more efficiently and effectively shift people from awareness to action. Panelists: Eve Mosher, Artist  Xavier Cortada, Artist and Professor of Practice at the University of Miami Department of Art and Art History</td>
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<tr>
<td>2:15–2:30 pm</td>
<td>Topic Session 2</td>
<td>Which Role Does Plastic Packaging Play during Grocery Shopping? A Qualitative Consumer Study at the Point of Sale – Tabea Habermehl, TUM Campus Straubing / HSWT</td>
<td>Financial and Attitudinal Impact of Smart Thermostats in Low-Income Housing – Sean Skulley, Fannie Mae</td>
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<tr>
<td>3:15–4:15 pm</td>
<td>Session 2</td>
<td>Consumer Perceptions of Electricity Demand-Side Flexibility Programs – Daniel Slot, Karlsruhe Institute of Technology</td>
<td>Political Message Matching and High-Impact Green Behaviors: Context-Specific Considerations and Limitations – Alexandra Schairer, University of Minnesota</td>
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Don't remember your email? Contact Cara Lee Mahany Braithwait.

To join the virtual conference on your computer, please click here and enter with the email you used to register.
In light of current events, now is a good time to ask not just what behavior is being changed, but who is involved in designing solutions. By tracing the collective nature of climate change, 2) thinking about the future, 3) emphasizing structural change, and 4) creating a bipartisan vision of decarbonization.

How we talk about climate change—and its solutions—matters for policy support and behavior. Panel members will briefly present new psychological research on 1) focusing change by revealing various pathways to action. Panelists will discuss research investigating how we can frame decisions about the future in a way that influences climate act

**Panel: Session 3C**

**Moderator:** Katelyn Stenger, University of Virginia

*Why should we envision the future of climate change? What works? Envisioning how current conditions will play out in the future can be a powerful tool for addressing climate change by revealing various pathways to action. Panelists will discuss research investigating how we can frame decisions about the future in a way that influences climate action and how we can expand who gets to envision these futures. They will also discuss applications that align short-term action with long-term climate goals.*

**Panelists:**
- Dr. Elke Weber, Princeton University
- Ruth Schmidt, Illinois Institute of Technology
- Vanessa Keith, Principal Architect of StudioTeika
- Patrick Hancock, University of Virginia

**3:30–3:45 pm**

Meet the speakers – Stay online to chat with speakers in each session

**Raj Patel, Research Professor at the LBJ School of Public Affairs, UT Austin**

*Who Are We Talking About When We Talk About Behavior Change?*

In light of current events, now is a good time to ask not just what behavior is being changed, but who is involved in designing solutions. By tracing the history of a 10-year documentary film project on food systems and climate, it's possible to see a process in which power shifts from those behind the camera to those in front of it. Raj will share clips from the film and talk through the process, what they learned, and implications for storytelling and our broader efforts toward co-creation of knowledge and solutions for environmental problems.

**3:45–4:30 pm**

**Facilitators:**
- Sarah Smith, Prism Engineering
- Laura Cornish, Uplight

**Networking Event: BECC eBuddies**

**4:30–5:30 pm**

**BECC Fellows Meetup**
### Session 4A
**Title:** Taking Existing Utility Programs to the Next Level  
**Moderator:** Steve Merges, National Grid

- Can the Content of Information Campaigns Influence the Persistence of Treatment Effects? – Corey Lot, Christensen Associates  
- The Power of Customer Intelligence to Redefine Utility Energy Efficiency Program Design – Pauravi Shah, Bidgley  
- Place-Based Energy Audits – Marlin Morgan and Katie Okowski, DNV GL  
- How to Make Time-of-Use Programs Successful Using Behavioral Science – Amanda Janaskie, Baltimore Gas & Electric

### Session 4B
**Title:** Toward Zero Carbon, All-Electric Homes  
**Moderator:** Owen Howlett, Sacramento Municipal Utility District

- Towards Building Decarbonization: Lessons from Affordable Housing Pioneers – Sarah Outcault, University of California, Davis  
- The Effect of Rebate and Loan Incentives on Residential Heat Pump Adoption: Evidence from Ohio and North Carolina – Xingchi Shen, University of Maryland College Park  
- A Nationwide Residential Survey Exploring the Factors Behind Consumer Decisions between Electric and Non-Electric Appliances – Minhua Long, EPRI

### Session 4C
**Title:** How to Reach the Hard-to-Reach Around the World  
**Moderator:** Sea Rotmann, Users Technology Collaboration Programme by International Energy Agency

An international research collaboration investigated hard-to-reach (HTR) audiences in the residential and non-residential sectors, focusing on five countries (the United States, Canada, New Zealand, Sweden, and the United Kingdom). We found that this HTR audience included more than 50% of energy users—and it is growing faster than COVID-19. This session will provide insights into the HTR in different parts of the world, their broader contexts and barriers, and why we need to work harder to engage them.

**Panelists:**  
- Aimee Ambrose, Sheffield Hallam University  
- Kim O’Sullivan, National Expert - New Zealand  
- Raúl Castaño-Rosa, University Carlos III de Madrid

### Plenary: Passenger Mobility in a Post-COVID World  
**Moderator:** Chris Jones, University of California, Berkeley

Travel behavior, as it relates to transit and shared mobility options, may be on the verge of significant change in the wake of the COVID-19 pandemic. This session discusses the potential trends and behavioral solutions that could be used to ensure that options such as public transit service remain viable travel options. Transportation equity will be a major focus as well, given the disproportionate effect that changes to public and shared transportation services have on low-income communities.

**Panelists:**  
- Saar Golde, Chief Data Scientist at Via  
- Harriet Tregoning New Urban Mobility Alliance

### Session 5A
**Title:** Electric Vehicles for All  
**Moderator:** Scott Hardman, University of California, Davis

- Electric Vehicles For All: Using Strategic Research to Drive Utility EV Program Participation – Jennifer Carasco, DNV GL  
- Polarized and Motivated? Using the Credibility of Social Norms and Their Relation to Pre-Existing Attitudes to Increase EV Customer Acceptance in Switzerland – Jana Plansanska, University of St. Gallen  
- Moving the EV Market Forward: Translating Positive Perceptions into Customer Purchase – Raquel Soat, Guidehouse  
- Understanding Equity Within the Bounds of Electric Vehicle Infrastructure Accessibility – Erin Nobler, National Renewable Energy Laboratory

### Session 5B
**Title:** Race, Ethnicity, Environmental Justice, and Inclusion  
**Moderator:** Matt Williams, University of Florida

- Addressing Social Injustice in the Context of Climate/Environment Projects – Irina Feygina, Independent Consultant  
- Breaking Down the Conflicts between Underserved Communities’ Cultural Values and Utility Program Design – Allison Musyovski, ILLUME Advising  
- A Customer Insights Study to Understand and Reduce Barriers for Underserved Communities – Ryan Bliss, ADM Associates

### Session 5C
**Title:** Energy Behavior with Smart Thermostats: Lessons Learned from frontline Communities  
**Moderator:** Therese Peffer, University of California, Berkeley

How can we bring the energy-saving and convenience benefits of smart thermostats to low-income households? The panelists will discuss findings from field and lab evaluations of smart thermostats in low-income and senior households. Simple interfaces, gamification, and thoughtful engagement are some of the solutions discussed.

**Panelists:**  
- Eli Alston-Steinritz, University of California, Davis  
- Juana Isabel Mendez, Monterrey Institute of Technology and Higher Studies  
- Will Baker, Google
### Networking Event and Film Festival featuring Bill LeBlanc, E Source
Sponsored by C+C

Don’t miss the BECC FilmFest, often described as “the most fun you’re allowed to have at a conference”. Through a series of entertaining short videos and commercials about energy and the environment collected from all over the world, Bill LeBlanc provides a montage along with his unique style of delivering learning and comedy combined. Grab a drink and get ready for a fun and informative ride.

After the FilmFest, stick around for 30 minutes and engage with other BECC attendees to conduct “Imagine If...” creative small group sprints to solve big behavior problems such as massive EV adoption, carbon reduction with Federal stimulus dollars, or radical regulatory change.

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### Wednesday, December 9 — Organizational Change

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<th>Time</th>
<th>Event</th>
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<tr>
<td>11:00-11:45am</td>
<td>Gentle Flow Yoga with Karen Ehrhardt-Martinez</td>
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<td>11:45 am-Noon</td>
<td>Meet and connect with people you know. Visit the “help desk” for technical issues.</td>
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<td>Noon-1:00 pm</td>
<td><strong>Topic Session 6</strong></td>
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<td>Session 6A: Novel Approaches to Things We Thought We Knew</td>
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<td><strong>Moderator:</strong> Nick Lange, ICF</td>
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<td>• Advances in Surveys: Proven and Effective ‘Hands-Off’ Approaches in a Period of COVID-19 – Dana D’Souza, SERA</td>
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<td>• Personalized Route Tools and Commuter Commitments Increase Uptake of Alternative Transit Modes – Lindsay Gaul, Duke University</td>
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<td>• Nudge Plus: Incorporating Reflection Into Behavioral Public Policy – Sanchayan Banerjee, London School of Economics and Political Science</td>
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<td>• Hamming Ourselves In? Navigating the Opportunities and Pitfalls for Efficiency Programs Integrating Smart/Connected Devices for Efficient Home Energy Management – Daniel Friedman, VEIC</td>
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<td>1:00-1:15 pm</td>
<td><strong>Topic Session 7</strong></td>
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<td>Session 6B: Hard-to-Reach or Hard-to-Serve: Research and Field Application Strategies</td>
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<td><strong>Moderator:</strong> Derek Okada, Southern California Edison</td>
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<td>• Shared Data Metrics and Policy Frameworks to Advance Energy Equity throughout the South – William Bryan, Southeast Energy Efficiency Alliance</td>
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<td>• International Approaches to Better Engaging Hard-to-Reach Energy Users – Elizabeth Terry, National Grid</td>
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<td>• Effectively Serving Hard-to-Reach Markets in the Puget Sound – Jerse Guest, Puget Sound Energy</td>
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<td>1:15–2:15 pm</td>
<td><strong>Panel Session 6C</strong></td>
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<td>Behavioral Strategies and Deep Measures—Enemies or Friends?</td>
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<td><strong>Moderator:</strong> Mary Sprayregen, Oracle Opower</td>
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<td>Many states are looking to leverage energy efficiency to meet aggressive GHG reduction goals. But which approaches work best? Can changing human behavior drive significant emissions reductions, or do states need to focus on the built environment? New research and program approaches help illuminate the answer: We must do both. And even better: The two combined are greater than the sum of their parts.</td>
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<td><strong>Panelists:</strong></td>
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<td>• Paul Hibbard, Principal, Analysis Group</td>
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<td>• Melanie Coen, Senior Analyst - Policy and Evaluation, National Grid</td>
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<td>• Andy Frank, Founder, Sealed</td>
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<td>2:15–2:30 pm</td>
<td><strong>Panel Session 7C</strong></td>
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<td>Meeting the Call: Decision Making and Demand Response</td>
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<td><strong>Moderator:</strong> Margaret Taylor, Lawrence Berkeley National Laboratory</td>
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<td>This session focuses on the residential, commercial, industrial, and agricultural decision making needed to unlock the potential of demand response (DR) to balance deeply renewable grids. Panel members will discuss (1) enrollment and participation assumptions underlying the modeling of DR potential; (2) commercial building participation planning that incorporates operator and occupant preferences; and (3) sub-daily, intra-annual, and interannual visions for aligning farm irrigation with climate change adaptation and grid needs.</td>
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<td><strong>Panelists:</strong></td>
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<td>• Brian Gerke, Lawrence Berkeley National Laboratory</td>
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<td>• Jeffrey Deason, Lawrence Berkeley National Laboratory</td>
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<td>• Jingjing Zhang, Lawrence Berkeley National Laboratory</td>
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Meet the speakers – Stay online to chat with speakers in each session.
### Plenary: Corporations Stepping Up Climate Action: Organizational Behavior, Policy, and Business Motivations

Former and current executives at major businesses (Google, Facebook, Kilroy Realty) and non-profits (WWF, ClimateVoice) discuss actions that businesses can take and are taking to mitigate climate change. In the absence of federal policy, can businesses step in and take up the slack? Can they exert political pressure to encourage policy change? What is the role of business in this new world?

**Moderator:** Mike Vandenberghe, Law Professor at Vanderbilt University; Director of Climate Change Research Network

**Panelists:**
- Vaishali Sampat, Manager of Sustainability and Corporate Social Responsibility at Kilroy Realty Corporation
- Bill Weihl, Founder and Executive Director at ClimateVoice; Former Director of Sustainability at Facebook and Google
- Lou Leonard, Dean at the Falk School of Sustainability & Environment at Chatham University; Former SVP of the Climate and Energy at WWF

### Meetings and Networking

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<td><strong>Plenary: Corporations Stepping Up Climate Action: Organizational Behavior, Policy, and Business Motivations</strong></td>
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<tr>
<td>3:15–3:30 pm</td>
<td><strong>Snapshots: Cognitive Connections &amp; Climate Action</strong></td>
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<td>3:30–4:15 pm</td>
<td><strong>Solutions Sessions</strong></td>
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<td>4:15–5:00 pm</td>
<td><strong>Networking Event: Games Night</strong></td>
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<td>5:00–6:00 pm</td>
<td><strong>Workshops</strong></td>
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#### Workshop A

**Non-Energy Benefits and Public Goods—Understanding and Overcoming the Cost-Effectiveness Challenges of Programs that Address Equity**

**Workshop Leader:** Molly Podolfsky, Guidehouse

This workshop is designed to provide program managers, program implementers, utility staff, and other stakeholders the information and tools they need to effectively advocate for equity-focused programs and challenge traditional barriers to cost-effectiveness. We will unpack the problem by exploring the economic concepts of social goods and positive externalities (i.e., NEBs), learning how NEBs are treated differently by various states and jurisdictions, and learning how they tie into cost-effectiveness testing. We will then explore case studies highlighting different methods utilities and stakeholders have used to overcome obstacles to cost-effectiveness for programs with large social benefits.

#### Workshop B

**Ten Tips for Enhancing Your Visual Storytelling Skills**

**Workshop Leaders:** Beth Karlin, See Change Institute, and Arlene Birt, Background Stories

Come learn how to raise the level of your visual communications! We’ll share 10 tips and tricks to make your research, data, and messages more engaging with theory and lots of examples.

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**THURSDAY, December 10 — Communities and Policy**

**Meditation and Yoga: Natalie Collins (Flow with Natalie)**

This nourishing class begins with a 10- to 15-minute meditation. Then, movement is incorporated through grounding exercises, gentle stretching, and a slow-moving flow sequence to alleviate tension in the body and the mind. This class is appropriate for all levels and can be modified to suit any practitioner's needs. We will finish with a guided relaxation to give the body time to absorb the benefits of the postures and seal up the practice.

### Topic Session 8

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<th>Time</th>
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<tr>
<td>Noon–1:00 pm</td>
<td><strong>Engaging Communities Big and Small</strong></td>
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**Moderator:** Lauren Cheatham

- Scaling Up Local Climate Action through the Hub to Hood Model – Stephen Steppard, University of British Columbia
- Reconsidering the Customer Efficiency Journey – Devren Hobbs, Uplight
- Tweeting Up with the Joneses: Using Sentiment Analysis to Understand Perceptions of Solar Power – Riana Johnson, ILLUME Advising
- Carbon Neutrality Together with Energy Citizens – Sanna Tuomela, Micropolis of Oy

**Theme:** Engaging Communities Big and Small
### Session 10B
**Sustainable Mobility Futures: Leveraging Human-Centered Data, Automation, and Pandemic Recovery**
**Moderator:** Melanie Zauscher, California Air Resources Board

- Accelerating Transportation Behavior Change through the Power of Propensity Modeling – Erin Cawley-Morse, C+ C
- They See It Rollin’, They Wonderin’—Self-Driving Cargo Bike Sharing to Achieve a Sustainable Mobility Transition – Parissa Chokrai, Otto-van-Guericke University Magdeburg

### Panel Session 8C
**Maximizing Energy Savings and Mitigating Climate Change through Building Policies and Programs**
**Moderator:** Adam Guzzo, U.S. Department of Energy

Cities are implementing innovative policies and programs to save energy and reduce emissions in the building sector. Local leaders will share successful strategies, discuss lessons learned, and talk next steps as they work to implement these policies and programs in their communities. Participants will also get a preview of the Department of Energy’s State and Local Planning for Energy (SLOPE) Platform, a tool to enable more data-driven energy planning and decision making.

**Panelists:**
- Nicole Ballinger, Seattle Office of Sustainability & Environment
- Rajiv Rau, City of St. Louis
- Lindsey-Paige McCoy, New York City Mayor’s Office of Sustainability
- David Epley, Department of Energy & Environment, Government of the District of Columbia

### Session 9A
**The Tale of Five Studies: Changing Transport Behaviors for Sustainability**
**Moderator:** Jyot Chautha, New Urban Mobility Alliance

- Shifting Transportation Behaviors through the Oahu Commute Challenge – Lauren Reichelt, Blue Planet Foundation
- Ticket to Drive Efficiently: Assessing the Impact of an E-Bus Operator Behavior Change Program on Efficient Driving Behaviors – Jordan Folks, Opinion Dynamics
- Using Data to Unlock Multimodal Transportation and Enable a New Mobility Paradigm – Emily Goldfield, Rocky Mountain Institute
- Analyzing Factors that Influence Bicycle Commuting Behavior in the 50 Largest U.S. Cities – Emma Coleman, Virginia Tech
- Preference for Mobility as a Service (Maas) Using a Stated Choice Experiment – Emma Cassar, University of East Anglia

### Session 9B
**Applying Behavioral Insights to Energy Efficiency Policies and Programs: Where Do We Stand?**
**Moderator:** Elisabetta Comago, International Energy Agency

Energy ministries, regulators, and utilities have been leveraging behavioral insights to foster energy savings and to increase the uptake of energy efficient technologies. A forthcoming IEA and Users TCP report provides an environment scan of behavioral insights applications to demand-side energy policy. This panel discussion will gather insights from government, regulatory agencies, and non-profits to reflect on the challenges to upscaling BI-based policy initiatives, and on the most critical behavioral barriers to energy efficiency investments.

**Panelists:**
- Karl Purcell, Sustainable Energy Authority of Ireland
- Kira Ashby, Consortium for Energy Efficiency

### Session 10A
**Behavior to Increase Adoption of Renewables**
**Moderator:** Chris Jones, University of California, Berkeley

- Understanding the Nexus between Income Inequality and Solar PV Adoption Inequity – Eric O’Shaughnessy, Clean Kilowatts
- How is Solar Energy Represented in the Media and What Should Be Changed? – Chelsea Mullens, The University of Melbourne
- Perceptions of Who Adopts Solar in Rural America – Jacqueline Tidwell, University of Georgia
- Worth a Thousand Words: New Opportunities with Virtual Reality and Wind Energy – Zana Cranmer, Bentley University

### Session 10B
**Designing Interventions Across the Globe**
**Moderator:** Ellen Steiner, Opinion Dynamics

- New Horizons: How Energy Efficiency is Laying the Foundation for Grid Services – Brian Kawaoka, Leidos/Hawaii Energy
- Social and Behavior Change as a Method to Facilitate Connections – Kimberly Boland, Millennium Challenge Corporation

### Session 10C
**Cities on the Frontiers of Sustainability**
**Moderator:** Anna Ebers Broughel, Tetra Tech

- Behavioral Insights for the European Green Deal – Hendrik Bruns, European Commission
- SHF Ting to Sustainable Behaviors: Local Lessons in Behavior Change Marketing Campaigns – Jensen Morgan, City of Fort Collins
- Lifting Lives by Engaging People in Energy – Anne Draddy, City of Baltimore
- Communities on the Frontier of Sustainability – Don Sampson, Climate Change Project Director, Affiliated Tribes of Northwest Indians

### Topic Session 9
**Meet the speakers – Stay online to chat with speakers in each session**

### Topic Session 10
**Small Group Facilitated Topical Discussion Sessions**

**Meet the speakers – Stay online to chat with speakers in each session**
Closing Plenary and Closing Remarks
Bob Doppelt: Building Resilience for Transformative Change

From historic and ongoing racism and violence against people of color, to the Covid 19 pandemic, economic distress, and more, society today is experiencing profound interlinked individual and collective traumas. The climate emergency is aggravating these traumas and generating many new and surprising ones as well. Left unaddressed, the accelerating traumas will threaten the health, safety, and security of every adult and child-and block our ability to reduce the climate emergency to manageable levels. At the same time, if resilience education and skills-training becomes universal, the climate emergency can become a powerful catalyst for constructive change. This closing plenary will discuss how conference participants can enhance their resilience in ways that lead to positive personal and collective transformation.

Acknowledgments

**Convening Directors**
Steven Nadel, ACEEE
Carl Blumenthal, Director, CIEE, University of California, Berkeley
James Sweeney, Environmental and Energy Policy Analysis Center, Stanford University

**Conference Co-Chairs**
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Therese Peffer, CIEE, University of California, Berkeley
Naomi Baum, ACEEE

**Communications Coordinator**
Maxine Chikumbo, ACEEE

**Founding Chair**
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Kris Chitwood, Registrar

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Cindy Frantz, Oberlin College
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Darrin Kayser, Edelman
Liz Kelley, ILLUIME Advising
Arien Korteland, BC Hydro
Nick Lange, ICF
Lea Lupkin, ICF
Steve Menges, National Grid
Hal Nelson, Portland State University
Derek Okada, Southern California Edison
Varun Rai, University of Texas, Austin

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Ellen Steiner, Opinion Dynamics
Elaine Ulrich, CT Department of Energy and Environmental Protection
Matt Williams, University of Florida
Kim Wolske, University of Chicago
Melanie Zauscher, California Air Resources Board