# BECC 2020 Program

**All Times Shown in Eastern Standard Time (EST)**

## SUNDAY – December 6

### Opening reception and social activity

### MONDAY – December 7 — Framing the Discussion

#### Gentle Flow Yoga with Karen Ehrhardt-Martinez

11:00–11:45 am

Meet and connect via the conference app with people you know. Visit the “help desk” for technical issues.

### WELCOME, OPENING PLENARY and KEYNOTE

#### Juliet Schor, The Sharing Economy and Sustainable Consumption

1:00–1:15 pm

**Session 1A**

**Supporting Vulnerable Communities**

- Maximizing Home Energy Retrofit Uptake through Improved Design of Home Energy Reports – Karl Purcell, Sustainable Energy Authority of Ireland
- Which Role Does Plastic Packaging Play during Grocery Shopping? A Qualitative Consumer Study at the Point of Sale – Tabea Habermehl, Technical University of Munich
- Social Influence in the Adoption of Low Carbon Digital Innovations – Emile Vrain, Tyndall Centre for Climate Change Research
- Political Message Matching and High-Impact Green Behaviors: Context-Specific Considerations and Limitations – Alexandra Scharmer, University of Minnesota

#### Session 1B

**Panel 1C**

**Reimagining Creativity; Inspiring Behavior Change**

**Moderator:** Marda Kirn, EcoArts Connections

Images and storytelling are increasingly used to improve climate change communication, often without realizing or remembering that the arts are a source for these tools. Other helpful arts tools include “inviting people in” instead of “pushing information out” to inspire attitude and behavior change successfully. Hear 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

### Topic Session 2

2:15–3:30 pm

**Panel 2C**

**Future Framing: Considering the Future Today for Tomorrow**

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

Why should we envision the future of climate change? What works? Framing present situations in the future can be a powerful tool in addressing climate change by revealing various pathways to action. Panelists will discuss research investigating how framing decisions about the future influences climate action, applications which align short-term action with long-term climate goals, and how we can expand who envisions these futures.

**Panelists:**
- Elke Weber, Princeton University
- Naoki Ishii, Global Environment Facility
- Vanessa Keith, Principal Architect of Studioteka
- Patrick Hancock, University of Virginia

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### TUESDAY – December 8 – Scaling Up Solutions

#### 11:00-11:45 am

**Gentle Flow Yoga with Karen Ehrhardt-Martinez**

#### 11:45 am–Noon

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<td><strong>Session 3A</strong></td>
<td><strong>Panel – TBD</strong></td>
<td><strong>How Should We Talk About Climate Change to Motivate Behavior Change? New Insights from Social Science</strong></td>
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<td><strong>Panel</strong></td>
<td><strong>Program Design and Evaluation</strong></td>
<td><strong>Moderator: Cynthia Frantz, Oberlin College</strong></td>
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<td><strong>Moderator:</strong> Hal Nelson, Portland State University</td>
<td><strong>Evaluation of Spillovers from Behavioral Interventions in Food, Energy, and Water Conservation: A Systems Perspective – Pranay Kumar, Rutgers University</strong></td>
<td><strong>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 on the collective nature of climate change, 2) thinking about the future, 3) emphasizing structural change, and 4) a bipartisan vision of decarbonization. Presentations will be followed by a solutions-focused discussion among all attendees about how to best use these findings.</strong></td>
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<td><strong>Panelists:</strong></td>
<td><strong>Recommendations for Evaluation Metrics for Asthma Home Visiting Programs: Measuring Environmental Management and Health Outcomes – Brendan Brown, Green &amp; Healthy Homes Initiative</strong></td>
<td><strong>Panelists:</strong></td>
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<td><strong>So Fast and So Furious: An Online Class is the Key to Revving Up Year-on-Year Energy Savings – Jerilyn Goldberg, Lawrence Berkeley National Laboratory</strong></td>
<td>Min Suh, University of Massachusetts, Amherst</td>
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<td><strong>Addressing One of the Biggest Challenges of Home Energy Assessment Programs – Sam Harms, DNW GL</strong></td>
<td>Joel Ginn, University of Massachusetts, Amherst</td>
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<td><strong>The First Behavior-Based Energy and Water Efficiency Project at a Public School in Uzbekistan: The Start of the Green Schools Program - Temur Akhmedov, Green Building Council of Uzbekistan</strong></td>
<td>Deidra Miniard, Indiana University</td>
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#### Noon–1:00 pm

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#### 1:00–2:15 pm

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

#### 2:15–3:30 pm

**Plenary: Passenger Mobility in a Post-COVID World**

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 an important focus as well, given the disproportionate effect that changes to public and shared transportation services have on low-income communities.
### Wednesday – December 9 — Organizational Change

Meet and connect via the conference app with people you know. Visit the “help desk” for technical issues.

#### 11:45 am–Noon

**Topic Session 6**

**Session 6A**

**Novel Approaches to Things We Thought We Knew**

Moderator: Nick Lange, ICF

- Nudge Plus: Incorporating Reflection into Behavioral Public Policy – Sanchayan Banerjee, London School of Economics and Political Science
- Hemmimg Ourselves In? Navigating the Opportunities and Pitfalls for Efficiency Programs Integrating Smart/Connected Devices for Efficient Home Energy Management – Daniel Fredman, VEIC

**Session 6B**

**Targeting Hard-to-Reach Communities**

Moderator: Derek Okada, Southern California Edison

- Shared Data Metrics and Policy Frameworks to Advance Energy Equity throughout the South – Bryan William, Southeast Energy Efficiency Alliance
- Effectively Serving Hard-to-Reach Markets in the Puget Sound – Jesse Guest, Puget Sound Energy
- International Approaches to Better Engaging Hard-to-Reach Energy Users – Kira Ashby, Consortium for Energy Efficiency

**Panel Session 6C**

**Behavioral Strategies and Deep Measures - Enemies or Friends?**

Moderator: Mary Sprayregen, Oracle/Opower

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.

Panelists:
- Chris Porter, National Grid
- Andy Frank, Sealed

#### 1:00–1:15 pm

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

**Topic Session 7**

**Session 7A**

**Organizational Change**

Moderator: Lea Lupkin, ICF

- Green Hospital Scorecard: Results from 100 Canadian Facilities – Kady Cowen, Canadian Coalition for Green Health Care
- Does Framing Infrastructure Projects as a ‘Long Term’ Change Project Design? – Patrick Hancock, University of Virginia
- Garnishing a Conference for Improved Sustainability Outcomes – Jonathan Kimball, Independent Consultant; Nicole Powell, National Youth Advocate Program; William L. Howard, The Ohio State University; and Holly Semik, Behavior Analyst Certification Board
- Activating Behavioral Support for Local Solar Development with Community Choice Aggregation – Mathew Roberts, Southeast Ohio Public Energy Council

#### 4:30–4:45 pm

Meet the speakers – Stay online to chat with speakers and attendees in each session
**Session 7B**

**Innovations in Program Design**
Moderator: Liz Kelley, ILLUME Advising

- The Role Emotions Play in Shaping How Energy Systems Innovations Are Perceived and Acted Upon – Abraham Tidwell, Pacific Northwest National Laboratory
- Back to Basics: An Exploration in Energy Efficiency Myths and Ways to Help Residential Consumers Take Bigger Leaps toward More Effective Solutions – Terra Bell, CLEAResult
- Mobile App Gamification: Alining Energy Efficiency Goals with Customer Experiences – Laura Gousha, Mindgrub Technologies
- Pilot to Portfolio: How Ecommerce Made Energy Efficiency Accessible to Michigan Business Owners – Chad Miller, Consumers Energy

**Session 7C**

**Getting People Out of Cars**

- Accelerating Transportation Behavior Change through the Power of Propensity Modeling – Erin Cawley-Morse, C+C
- Personalized Route Tools and Commuter Commitments Increase Uptake of Alternative Transit Modes – Lyndsay Gaulin, Duke University

**2:15–2:30 pm**

**Plenary: Corporate Sustainability – What are Private Businesses Doing about Climate Change and are They Doing Enough? What is the Best Way for Private Businesses to Create Meaningful Climate Impact?**

**Moderator:** Mike Vandenbergh, Law Professor, Vanderbilt University

*Mike has done a lot of work recently on corporate sustainability and how corporations could be the best option for climate action in the face of weak federal policy. He also has done a lot of behavior research.*

**Panelists:**
- Vaishali Sampat, Manager of Sustainability and Corporate Social Responsibility at Kilroy Realty Corporation
- Bill Weihl, Founder and Executive Director at ClimateVoice
- Lou Leonard, Dean at Falk School of Sustainability & Environment at Chatham University.

**3:15–3:30 pm**

**Social Event: TBA**
### Emerging Trends in Mobility

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

### Getting Beyond Early Adopters

- Trust: The Key to Going Beyond the Early Adopter on Climate Behavior – Darrin Kyas, Edelman
- Leaping to Consumer Participation with New Engagement Models – Jenna Mironian, Verdant Brand Communications
- Green Roles at Home: Exploring the Effect of Household Dynamics on Consumption at the Food-Energy-Water (FEW) Nexus – Holly Berman, Rutgers University
- NEIs/NEBs - Data from 1000 US and International Studies to Learn the Best/Latest Values for Health NEIs and remaining “Gaps” – Lisa Skumatz

### Panel

**Session 9C**

**Panel**

Applying Behavioral Insights to Energy Efficiency Policies and Programs: Where Do We Stand?

**Moderator:** Elisabetta Cornago, International Energy Agency

Energy ministries, regulators, and utilities have been leveraging behavioural 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 behavioural insights applications to demand-side energy policy: this panel discussion will gather experts from government, regulatory agencies and non-profits to reflect on the challenges to upscaling BI-based policy initiatives, and on the most critical behavioural barriers to energy efficiency investments.

**Panelists:**

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

### Small Group Facilitated Topical Discussion Sessions

**2:15–2:30 pm**

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

**2:30–3:15 pm**

**Small Group Facilitated Topical Discussion Sessions**

**Topic Session 9**

**Session 9A**

Emerging Trends in Mobility

- Understanding the Nexus between Income Inequality and Solar PV Adoption Inequality – Eric O’Shaughnessy, Clear 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 9B**

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**2:30–3:15 pm**

**Small Group Facilitated Topical Discussion Sessions**

**Topic Session 10**

**Session 10A**

Behavior to Increase Adoption of Renewables

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

**Session 10B**

Designing Interventions Across the Globe

- New Horizons: How Energy Efficiency is Laving the Foundation for Grid Services – Noreen Reimel, Leidsch/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

- Communities on the Frontier of Sustainability – Don Sampson, Climate Change Project Director, Affiliated Tribes of Northwest Indians
- Behavioural Insights for the European Green Deal – Hendrik Bruns, European Commission
- SHIFTing Behaviors: Global and 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

**4:15–4:30 pm**

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

**4:30–5:15 pm**

**Closing Plenary and Closing Remarks**

### Acknowledgments

**Convening Directors**

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

**Conference Co-Chairs**

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Theresa Peller, CIEE, University of California, Berkeley

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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**

**Jennifer Robinson, EPRI**

**Nicole Sintov, Ohio State University**

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