

# BECC 2020 Program

All Times Shown in Eastern Standard Time (EST)

Draft 102820

## MONDAY, December 7 — Framing the Discussion

11:30 am–Noon	Meet and connect online with conference attendees. Visit the “help desk” for technical issues.
Noon–1:00 pm	<p style="text-align: center;"><b>WELCOME, OPENING PLENARY, and KEYNOTE</b>  <b>Juliet Schor, The Sharing Economy and Sustainable Consumption</b></p> <p>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 “green halo” 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 “sharing economy,” including both the large corporate platforms and smaller community initiatives, and their implications for energy and climate.</p>
1:00–1:15 pm	Snapshot Reception – Meet Virtual Poster Presenters
1:15–2:15 pm	<b>Topic Session 1</b>
Session 1A	<p><b>Social Science Insights</b>  <b>Moderator:</b> Hale Forester, See Change Institute</p> <ul style="list-style-type: none"> <li>• <a href="#">Integrated Energy Decision-Making: How, When, and Why Adoption and Co-Adoption Happen – Vivek Shastry, The University of Texas</a></li> <li>• <a href="#">Maximizing Home Energy Retrofit Uptake through Improved Design of Home Energy Reports – Karl Purcell, Sustainable Energy Authority of Ireland</a></li> <li>• <a href="#">Which Role Does Plastic Packaging Play during Grocery Shopping? A Qualitative Consumer Study at the Point of Sale – Tabea Habermehl, Technical University of Munich</a></li> <li>• <a href="#">Social Influence in the Adoption of Low Carbon Digital Innovations – Emilie Vrain, Tyndall Centre for Climate Change Research</a></li> <li>• <a href="#">Political Message Matching and High-Impact Green Behaviors: Context-Specific Considerations and Limitations – Alexandra Scharmer, University of Minnesota</a></li> </ul>
Session 1B	<p><b>Supporting Vulnerable Communities</b>  <b>Moderator:</b> Rita Ballesteros, Consultant, RAB Associates</p> <ul style="list-style-type: none"> <li>• <a href="#">The Role of Efficacy in Response to Climate Change among Americans of Diverse Racial and Ethnic Identities – Laura Botero, Macalester College</a></li> <li>• <a href="#">The Journey to Equitable Access: Equipping Underserved Communities with Energy Efficiency Education – Yasmin Abraham, EmpowerMe</a></li> <li>• <a href="#">COVID-19: Understanding Problems, Building Solid Solutions – Leontina Pinto, ENGENHO</a></li> <li>• <a href="#">Financial and attitudinal impact of smart thermostats in low-income housing – Sean Skulley, Fannie Mae Product Development Manager</a></li> </ul>
Panel Session 1C	<p><b>Reimagining Creativity; Inspiring Behavior Change</b>  <b>Moderator:</b> Marda Kim, EcoArts Connections</p> <p><i>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.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Eve Mosher, Artist</li> <li>• Xavier Cortada, Artist and Professor of Practice at the University of Miami Department of Art and Art History</li> </ul>
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session
2:30–3:30 pm	<b>Topic Session 2</b>
Session 2A	<p><b>Diversity, Equity, and Inclusion</b>  <b>Moderator:</b> Matt Williams, University of Florida</p> <ul style="list-style-type: none"> <li>• <a href="#">It’s All Connected: Creating a Climate, Health, and Equity Mindset – Kathy Kuntz, Dane County Office of Energy &amp; Climate Change</a></li> <li>• <a href="#">Energy Savings through Tenant Engagement Programs – Mansi Talwar, DCSEU</a></li> <li>• <a href="#">Teach Your Children Well: Why Do Some Classes Learn More than Others from a Utility-Funded Energy Program? – Mike Soszynski, ADM Associates</a></li> <li>• <a href="#">Fresno State of Mind: Results from Heat Resilience Research in a Disadvantaged Community – Susan Mazur-Stommen, Indicia Consulting</a></li> </ul>
Session 2B	<p><b>Designing Effective Financial Instruments</b>  <b>Moderator:</b> Kim Wolske, University of Chicago</p> <ul style="list-style-type: none"> <li>• <a href="#">Understanding Spillover: How an Emphasis on Sustainable Behavior can Help or Hurt Climate Policy Support – Gregg Sparkman, Princeton University</a></li> <li>• <a href="#">Paying Customers to Limit Their Energy Consumption: Investigation of Consumers’ Preferences – Daniel Sloat, Karlsruhe Institute of Technology</a></li> <li>• <a href="#">The Problem with Free: How Free Energy Efficiency Services Can Backfire – Chris Hull, Gemini Energy Solutions</a></li> </ul>
Panel Session 2C	<p><b>Future Framing: Considering the Future Today for Tomorrow</b>  <b>Moderator:</b> Katelyn Stenger, University of Virginia</p> <p><i>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 that align short-term action with long-term climate goals, and how we can expand who envisions these futures.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Elke Weber, Princeton University</li> <li>• Naoki Ishii, Global Environment Facility</li> <li>• Vanessa Keith, Principal Architect of Studioteka</li> <li>• Patrick Hancock, University of Virginia</li> </ul>
3:30–3:45 pm	Meet the speakers – Stay online to chat with speakers in each session

3:45–4:30 pm	<p style="text-align: center;"><b>Raj Patel, Research Professor at the LBJ School of Public Affairs, UT Austin</b>  <b>Who Are We Talking About When We Talk About Behavior Change?</b></p> <p>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.</p>
4:30–5:30 pm	<p><b>Networking</b></p> <ul style="list-style-type: none"> <li>• BECC Fellows Meetup</li> <li>• Other events TBA</li> </ul>

<b>TUESDAY, December 8 – Scaling Up Solutions</b>	
11:00–11:45 am	<b>Meditation and Gentle Flow Yoga with Natalie Collins</b> ( <a href="#">class description</a> )
11:45 am–Noon	Snapshot Reception – Meet Virtual Poster Presenters
Noon–1:00 pm	<b>Topic Session 3</b>
Session 3A	<p><b>Program Design and Evaluation</b>  Moderator: Hal Nelson, Portland State University</p> <ul style="list-style-type: none"> <li>• <a href="#">Evaluation of Spillovers from Behavioral Interventions in Food, Energy, and Water Conservation: A Systems Perspective – Pranay Kumar, Rutgers University</a></li> <li>• <a href="#">Recommendations for Evaluation Metrics for Asthma Home Visiting Programs: Measuring Environmental Management and Health Outcomes – Brendan Brown, Green &amp; Healthy Homes Initiative</a></li> <li>• <a href="#">So Fast and So Furious: An Online Class is the Key to Revving Up Year-on-Year Energy Savings – Jerrilyn Goldberg, Lawrence Berkeley National Laboratory</a></li> <li>• <a href="#">Addressing One of the Biggest Challenges of Home Energy Assessment Programs – Sam Harms, DNV GL</a></li> <li>• <a href="#">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</a></li> </ul>
Session 3B	<p><b>Getting People Out of Cars</b>  Moderator: TBD</p> <ul style="list-style-type: none"> <li>• <a href="#">Accelerating Transportation Behavior Change through the Power of Propensity Modeling – Erin Cawley-Morse, C+C</a></li> <li>• <a href="#">Personalized Route Tools and Commuter Commitments Increase Uptake of Alternative Transit Modes – Lyndsay Gavin, Duke University</a></li> </ul>
Panel Session 3C	<p><b>How Should We Talk About Climate Change to Motivate Behavior Change? New Insights from Social Science</b>  Moderator: Cynthia Frantz, Oberlin College</p> <p><i>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.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Min Suh, University of Massachusetts, Amherst</li> <li>• Joel Ginn, University of Massachusetts, Amherst</li> <li>• Deidra Miniard, Indiana University</li> </ul>
1:00–1:15 pm	Meet the speakers – Stay online to chat with speakers in each session
1:15–2:15 pm	<b>Topic Session 4</b>
Session 4A	<p><b>Taking Existing Utility Programs to the Next Level</b>  Moderator: Steve Menges, National Grid</p> <ul style="list-style-type: none"> <li>• <a href="#">Can the Content of Information Campaigns Influence the Persistence of Treatment Effects? – Corey Lott, Christensen Associates</a></li> <li>• <a href="#">Understanding Urban Energy Patterns: A Behavioral Approach Coupling Buildings and Transportation Modeling – Patricia Romero Lankao, Renewable Energy Laboratory</a></li> <li>• <a href="#">The Power of Customer Intelligence to Redefine Utility Energy Efficiency Program Design – Pauravi Shah, Bidgley</a></li> <li>• <a href="#">Place-Based Energy Audits – Martin Morgan and Katie Olkowski DNV GL</a></li> <li>• <a href="#">How to Make Time-of-Use Programs Successful Using Behavioral Science – Dorcas Thiang'o, Oracle</a></li> </ul>
Session 4B	<p><b>Toward Zero Carbon, All-Electric Homes</b>  Moderator: Owen Howlett, Sacramento Municipal Utility District</p> <ul style="list-style-type: none"> <li>• <a href="#">Towards Building Decarbonization: Lessons from Affordable Housing Pioneers – Sarah Outcault, University of California, Davis</a></li> <li>• <a href="#">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></li> <li>• <a href="#">A Nationwide Residential Survey Exploring the Factors Behind Consumer Decisions between Electric and Non-Electric Appliances – Minhua Long, EPRI</a></li> </ul>
Panel Session 4C	<p><b>How to Reach the Hard-to-Reach Around the World</b>  Moderator: Sea Rotmann, Users Technology Collaboration Programme by International Energy Agency</p> <p><i>An international research collaboration investigated hard-to-reach (HTR) audiences in the residential and non-residential sectors, focusing on five countries (United States/Canada, New Zealand, Sweden, and the United Kingdom). We found this audience to include over 50% of energy users – and it is rising fast due to COVID-19. This session will provide insights into the HTR in different parts of the world, their wider contexts and barriers, and why we need to work harder to engage them.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Aimee Ambrose, Sheffield Hallam University</li> <li>• Kim O'Sullivan, National Expert - New Zealand</li> <li>• Raúl Castaño-Rosa, University Carlos III de Madrid</li> </ul>
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session

2:30–3:15 pm	<p style="text-align: center;"><b>Plenary: Passenger Mobility in a Post-COVID World</b></p> <p>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.</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Saar Golde, Chief Data Scientist at Via</li> </ul>
3:15–3:30 pm	Snapshot Reception – Meet Virtual Poster Presenters
3:30–4:30 pm	<b>Topic Session 5</b>
Session 5A	<p><b>Electric Vehicles for All</b> Moderator: Scott Hardman, University of California, Davis</p> <ul style="list-style-type: none"> <li><a href="#">Electric Vehicles For All: Using Strategic Research to Drive Utility EV Program Participation – Jennifer Canseco, DNV GL</a></li> <li><a href="#">Polarized and Motivated? Using the Credibility of Social Norms and their Relation to Pre-Existing Attitudes to Increase EV Customer Acceptance in Switzerland – Jana Plananska, University of St. Gallen</a></li> <li><a href="#">Moving the EV Market Forward: Translating Positive Perceptions into Customer Purchase – Raquel Soal, Guidehouse</a></li> <li><a href="#">Understanding Equity Within the Bounds of Electric Vehicle Infrastructure Accessibility – Erin Nobler, National Renewable Energy Laboratory</a></li> </ul>
Session 5B	<p><b>Race, Environmental Justice, and Inclusion</b> Moderator: TBD</p> <ul style="list-style-type: none"> <li><a href="#">Addressing Social Injustice in the Context of Climate/Energy Projects – Irina Feygina, Independent Consultant</a></li> <li><a href="#">Breaking Down the Conflicts between Underserved Communities' Cultural Values and Utility Program Design – Allison Musvosvi, ILLUME Advising</a></li> <li><a href="#">A Customer Insights Study to Understand and Reduce Barriers for Under-Served Communities – Ryan Bliss, ADM Associates</a></li> </ul>
Panel Session 5C	<p><b>Energy Behavior with Smart Thermostats: Reduced Energy and Improved Comfort</b> Moderator: Therese Peffer, University of California, Berkeley</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Sarah Outcalt, University of California, Davis</li> <li>Juana Isabel Mendez, Monterrey Institute of Technology and Higher Studies</li> <li>Will Baker, Google</li> </ul>
4:30–4:45 pm	Meet the speakers – Stay online to chat with speakers in each session
4:45–5:45 pm	Networking Event: TBA
5:45–6:45 pm	<b>Film Festival featuring Bill Leblanc Sponsored by C+C</b>

<b>Wednesday, December 9 — Organizational Change</b>	
11:00–11:45am	<b>Gentle Flow Yoga with Karen Ehrhardt-Martinez</b>
11:45 am–Noon	Meet and connect via the conference app with people you know. Visit the 'help desk' for technical issues.
Noon–1:00 pm	<b>Topic Session 6</b>
Session 6A	<p><b>Novel Approaches to Things We Thought We Knew</b> Moderator: Nick Lange, ICF</p> <ul style="list-style-type: none"> <li><a href="#">Nudge Plus: Incorporating Reflection into Behavioral Public Policy – Sanchayan Banerjee, London School of Economics and Political Science</a></li> <li><a href="#">Hemming Ourselves In? Navigating the Opportunities and Pitfalls for Efficiency Programs Integrating Smart/Connected Devices for Efficient Home Energy Management – Daniel Fredman, VEIC</a></li> <li><a href="#">Advances in Surveys: Proven and Effective 'Hands-Off' Approaches in a Period of COVID-19 – Dana D'Souza, SERA</a></li> <li><a href="#">SMUD Energy StorageShares: The First Virtual Energy Storage Program in the United States – Jeanne Duvall, Sacramento Municipal Utility District</a></li> </ul>
Session 6B	<p><b>Targeting Hard-to-Reach Communities</b> Moderator: Derek Okada, Southern California Edison</p> <ul style="list-style-type: none"> <li><a href="#">Shared Data Metrics and Policy Frameworks to Advance Energy Equity throughout the South – Bryan William, Southeast Energy Efficiency Alliance</a></li> <li><a href="#">Effectively Serving Hard-to-Reach Markets in the Puget Sound – Jessie Guest, Puget Sound Energy</a></li> <li><a href="#">International Approaches to Better Engaging Hard-to-Reach Energy Users – Kira Ashby, Consortium for Energy Efficiency</a></li> </ul>
Panel Session 6C	<p><b>Behavioral Strategies and Deep Measures—Enemies or Friends?</b> Moderator: Mary Sprayregen, Oracle/Opower</p> <p><i>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.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Chris Porter, National Grid</li> <li>Andy Frank, Sealed</li> </ul>
1:00–1:15 pm	Meet the speakers – Stay online to chat with speakers in each session

1:15–2:15 pm	<b>Topic Session 7</b>
Session 7A	<b>Organizational Change</b> Moderator: Lea Lupkin, ICF <ul style="list-style-type: none"> <li>• <a href="#">Impact of COVID-19 on Parking and Travel Activity Behavior: Leveraging Private and Public Data – Christopher Hoehne, National Renewable Energy Laboratory</a></li> <li>• <a href="#">Energy Behaviour in Hospitals is Linked to Improved Energy Performance Scores – Kady Cowan, Canadian Coalition for Green Health Care</a></li> <li>• <a href="#">Does Framing Infrastructure Projects as ‘Long Term’ Change Project Design? – Patrick Hancock, University of Virginia</a></li> <li>• <a href="#">Gamifying a Conference for Improved Sustainability Outcomes – Jonathan Kimball, Independent Consultant; Nicole Powell, National Youth Advocate Program; William L. Heward, The Ohio State University; and Holly Seniuk, Behavior Analyst Certification Board</a></li> <li>• <a href="#">Activating Behavioral Support for Local Solar Development with Community Choice Aggregation – Mathew Roberts, Southeast Ohio Public Energy Council</a></li> </ul>
Session 7B	<b>Innovations in Program Design</b> Moderator: Liz Kelley, ILLUME Advising <ul style="list-style-type: none"> <li>• <a href="#">Just Transitions in the Multifamily Residential Sector: Improving Program Outcomes with Artificial Intelligence – Hal Nelson, Res-Intel</a></li> <li>• <a href="#">The Role Emotions Play in Shaping How Energy Systems Innovations Are Perceived and Acted Upon – Abraham Tidwell, Pacific Northwest National Laboratory</a></li> <li>• <a href="#">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</a></li> <li>• <a href="#">Mobile App Gamification: Aligning Energy Efficiency Goals with Customer Experiences – Laura Gousha, Mindgrab Technologies and Nicole Hendrickson, Baltimore Gas and Electric Company</a></li> <li>• <a href="#">Pilot to Portfolio: How Ecommerce Made Energy Efficiency Accessible to Michigan Business Owners – Chad Miller, Consumers Energy</a></li> </ul>
Panel Session 7C	<b>Meeting the Call: Decision-making and Demand Response</b> Moderator: Margaret Taylor, Lawrence Berkeley National Laboratory  Panelists: TBD
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session
2:30–3:15 pm	<b>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?</b>  Moderator: Mike Vandenberg, Law Professor, Vanderbilt University <i>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.</i>  Panelists: <ul style="list-style-type: none"> <li>• Vaishali Sampat, Manager of Sustainability and Corporate social Responsibility at Kilroy Realty Corporation</li> <li>• Bill Weihl, Founder and Executive Director at ClimateVoice</li> <li>• Lou Leonard, Dean at Falk School of Sustainability &amp; Environment at Chatham University.</li> </ul>
3:15–3:30 pm	Snapshot Reception Hall Open – Meet Virtual Poster Presenters
3:30–4:45 pm	<b>Solutions Sessions</b>
Solutions Session A	<b>How to Get There: A Working Session for Climate Change Agents</b> Moderators: Paul Stern, Social and Environmental Research Institute and Irina Feygina, Climate Central
Solutions Session B	<b>Skills Session on Equity in the Workplace</b> Moderator: TBD
Solutions Session C	<b>Solutions Session: Help Solve a Real-World Climate Action Problem on a University Campus</b> Moderator: Reuven Sussman, ACEEE
4:45–5:00 pm	<b>BREAK</b>
5:00–6:00 pm	Social Event: TBA
6:00–8:00 pm	<b>Workshops</b>
Workshop A	<a href="#">Non-Energy Benefits and Public Goods—Understanding and Overcoming the Cost-Effectiveness Challenges of Programs that Address Equity</a> Workshop Leaders: Molly Podolefsky and Karen Ehrhardt-Martinez, Guidehouse
Workshop B	TBA
Workshop C	TBA

## THURSDAY, December 10 – Communities and Policy

11:00–11:45am	<b>Meditation and Gentle Flow Yoga with Natalie Collins</b> ( <a href="#">class description</a> )
11:45 am–Noon	Meet and connect via the conference app with people you know. Visit the “help desk” for technical issues.
Noon–1:00 pm	<b>Topic Session 8</b>
Session 8A	<p><b>Engaging Communities Big and Small</b> Moderator: Darrin Kayser, Booz Allen and Hamilton</p> <ul style="list-style-type: none"> <li>• <a href="#">Scaling Up Local Climate Action through the Hub to Hood Model</a> – <i>Stephen Sheppard, University of British Columbia</i></li> <li>• <a href="#">Reconsidering the Customer Efficiency Journey</a> – <i>Devren Hobbs, Uplight</i></li> <li>• <a href="#">Tweeting Up with the Joneses: Using Sentiment Analysis to Understand Perceptions of Solar Power</a> – <i>Riana Johnson, ILLUME Advising</i></li> <li>• <a href="#">Carbon Neutrality Together with Energy Citizens</a> – <i>Sanna Tuomela, Micropolis of Oy</i></li> </ul>
Session 8B	<p><b>Future of Mobility</b> Moderator: Melanie Zauscher, California Air Resources Board</p> <ul style="list-style-type: none"> <li>• <a href="#">Measuring What Matters in Transportation at a Human Scale: A Discussion Paper on New Metrics to Help Guide the Future of Automated, Connected, Efficient, and Shared (ACES) Mobility</a> – <i>Dustin Weigl, National Renewable Energy Laboratory</i></li> <li>• <a href="#">They See It Rollin’, They Wonderin’—Self-Driving Cargo Bike Sharing to Achieve a Sustainable Mobility Transition</a> – <i>Parissa Chokrai, Otto-van-Guericke University Magdeburg</i></li> <li>• <a href="#">COVID-19 and Beyond: Exploring Behavioral Factors Shaping a New ‘Normal’ for Local, Regional, and National Mobility, Energy, and Societal Outcomes</a> – <i>Josh Sperling, National Renewable Energy Laboratory</i></li> </ul>
Panel Session 8C	<p><b>Maximizing Energy Savings and Mitigating Climate Change through Building Performance Policies</b> Moderator: Adam Guzzo, U.S. Department of Energy</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• New York City (speaker TBD)</li> <li>• District of Columbia (speaker TBD)</li> <li>• Seattle, WA (speaker TBD)</li> </ul>
1:00–1:15 pm	Meet the speakers – Stay online to chat with speakers in each session
1:15–2:15 pm	<b>Topic Session 9</b>
Session 9A	<p><b>Emerging Trends in Mobility</b> Moderator: TBD</p> <ul style="list-style-type: none"> <li>• <a href="#">Using Data to Unlock Multimodal Transportation and Enable a New Mobility Paradigm</a> – <i>Emily Goldfield, Rocky Mountain Institute</i></li> <li>• <a href="#">Shifting Transportation Behaviors through the Oahu Commute Challenge</a> – <i>Lauren Reichelt, Blue Planet Foundation</i></li> <li>• <a href="#">Preference for Mobility as a Service (MaaS) Using a Stated Choice Experiment</a> – <i>Emma Cassar, University of East Anglia</i></li> <li>• <a href="#">Analyzing Factors that Influence Bicycle Commuting Behavior in the 50 Largest U.S. Cities</a> – <i>Emma Coleman, Virginia Tech</i></li> <li>• <a href="#">Ticket to Drive Efficiently: Assessing the Impact of an E-Bus Operator Behavior Change Program on Efficient Driving Behaviors</a> – <i>Jordan Folks, Opinion Dynamics</i></li> </ul>
Session 9B	<p><b>Getting Beyond Early Adopters</b> Moderator: Nicole Sintov, Ohio State University</p> <ul style="list-style-type: none"> <li>• <a href="#">Trust: The Key to Going Beyond the Early Adopter on Climate Behavior</a> – <i>Darrin Kayser, Edelman</i></li> <li>• <a href="#">Leaping to Consumer Participation with New Engagement Models</a> – <i>Jenna Moonan, Verdant Brand Communications</i></li> <li>• <a href="#">Green Roles at Home: Exploring the Effect of Household Dynamics on Consumption at the Food-Energy-Water (FEW) Nexus</a> – <i>Holly Berman, Rutgers University</i></li> <li>• <a href="#">NEIs/NEBs—Data from 1,000 U.S. and International Studies to Learn the Best/Latest Values for Health NEIs and remaining “Gaps”</a> – <i>Lisa Skumatz SERA</i></li> </ul>
Panel Session 9C	<p><b>Applying Behavioral Insights to Energy Efficiency Policies and Programs: Where Do We Stand?</b> Moderator: Elisabetta Cornago, International Energy Agency</p> <p><i>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 experts 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.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Karl Purcell, Sustainable Energy Authority of Ireland</li> <li>• Kira Ashby, Consortium for Energy Efficiency</li> </ul>
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session
2:30–3:15 pm	<b>Small Group Facilitated Topical Discussion Sessions</b>
3:15–4:15 pm	<b>Topic Session 10</b>
Session 10A	<p><b>Behavior to Increase Adoption of Renewables</b> Moderator: Zachary Eldredge, Department of Energy</p> <ul style="list-style-type: none"> <li>• <a href="#">Understanding the Nexus between Income Inequality and Solar PV Adoption Inequity</a> – <i>Eric O’Shaughnessy, Clean Kilowatts</i></li> <li>• <a href="#">How is Solar Energy Represented in the Media and What Should Be Changed?</a> – <i>Chelsea Mullens, The University of Melbourne</i></li> <li>• <a href="#">Perceptions of Who Adopts Solar in Rural America</a> – <i>Jacqueline Tidwell, University of Georgia</i></li> <li>• <a href="#">Worth a Thousand Words: New Opportunities with Virtual Reality and Wind Energy</a> – <i>Zana Cranmer, Bentley University</i></li> </ul>
Session 10B	<p><b>Designing Interventions Across the Globe</b> Moderator: Ellen Steiner, Opinion Dynamics</p> <ul style="list-style-type: none"> <li>• <a href="#">New Horizons: How Energy Efficiency is Laying the Foundation for Grid Services</a> – <i>Brian Kealoha, Leidos/Hawaii Energy</i></li> <li>• <a href="#">Social and Behavior Change as a Method to Facilitate Connections</a> – <i>Kimberly Boland, Millennium Challenge Corporation</i></li> <li>• <a href="#">The Energy Code Stepping-Stone to Decarbonization</a> – <i>David Kaiser, Former Building Code Official</i></li> </ul>

Session 10C	<p><b>Cities on the Frontiers of Sustainability</b>  <b>Moderator:</b> Anna Ebers Broughel, Tetra Tech</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Communities on the Frontier of Sustainability – <i>Don Sampson, Climate Change Project Director, Affiliated Tribes of Northwest Indians</i></li> <li>• <a href="#">Behavioral Insights for the European Green Deal</a> – <i>Hendrik Bruns, European Commission</i></li> <li>• <a href="#">SHIFting to Sustainable Behaviors: Local Lessons in Behavior Change Marketing Campaigns</a> – <i>Jensen Morgan, City of Fort Collins</i></li> <li>• <a href="#">Lifting Lives by Engaging People in Energy</a> – <i>Anne Draddy, City of Baltimore</i></li> </ul>
4:15–4:30 pm	Meet the speakers – Stay online to chat with speakers in each session
4:30–5:15 pm	<b>Closing Plenary and Closing Remarks</b>

## Acknowledgments

<p><b><u>Convening Directors</u></b>  <b>Steven Nadel</b>, ACEEE  <b>Carl Blumstein</b>, Director, CIEE, University of California, Berkeley  <b>James Sweeney</b>, Environmental and Energy Policy Analysis Center, Stanford University</p> <p><b><u>Conference Co-Chairs</u></b>  <b>Reuven Sussman</b>, ACEEE  <b>Therese Pepper</b>, CIEE, University of California, Berkeley</p> <p><b><u>Communications Coordinator</u></b>  <b>Maxine Chikumbo</b>, ACEEE</p> <p><b><u>Founding Chair</u></b>  <b>Linda Schuck</b>, CIEE, University of California, Berkeley</p> <p><b><u>Conference Management</u></b>  <b>Cara Lee Mahany Braithwait</b>, Manager  <b>Kris Chitwood</b>, Registrar</p>	<p><b><u>Program Committee</u></b>  <b>Chair:</b> <b>Chris Jones</b>, CoolClimate, University of California, Berkeley  <b>Shawn Bodmann</b>, DNV-GL  <b>Lauren Cheatham</b>  <b>Cindy Franz</b>, Oberlin College  <b>Scott Hardman</b>, University of California, Davis  <b>Darrin Kayser</b>, Edelman  <b>Liz Kelley</b>, ILLUME Advising  <b>Arien Korteland</b>, BC Hydro  <b>Nick Lange</b>, ICF  <b>Lea Lupkin</b>, ICF  <b>Steve Menges</b>, National Grid  <b>Hal Nelson</b>, Portland State University  <b>Derek Okada</b>, Southern California Edison  <b>Varun Rai</b>, University of Texas, Austin</p>	<p><b>Jennifer Robinson</b>, EPRI  <b>Nicole Sintov</b>, Ohio State University  <b>Ellen Steiner</b>, Opinion Dynamics  <b>Elaine Ulrich</b>, CT Department of Energy and Environmental Protection  <b>Matt Williams</b>, University of Florida  <b>Kim Wolske</b>, University of Chicago  <b>Melanie Zauscher</b>, California Air Resources Board</p> <p><b><u>Social Committee</u></b>  <b>Chair:</b> <b>Beth Karlin</b>, See Change Institute</p>
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