

Author: Terra Bell, CLEAResult

Presentation Title: Back to basics: An exploration in energy efficiency myths and ways to help residential consumers take bigger leaps toward more effective solutions.

Abstract: There are plenty of myths out there in residential energy efficiency. Not only does the general population continue to believe some of these myths, we've also experienced contractors give out poor advice because of these myths. Have you heard that heat rises? Nope, heat doesn't rise. What about caulking around windows to save energy because this removes the air gaps? While seemingly a cheap solution, this is not an effective solution. In this presentation, we'll explore some common energy efficiency myths and possible reasons to why people believe these myths, then discuss ways we can finally dispel these myths and help consumers take bigger leaps toward more effective energy efficiency solutions.