

ALL TIMES ARE SHOWN IN EASTERN STANDARD TIME (EST)

Monday, November 8, 2021: Day 1
Sponsored by The Energy Coalition



Opening Reception and Networking

11:00AM

11:45AM



Welcome and Opening Plenary:

Reimagining the Future of Food with Michael Pollan

This session features an interview with writer, teacher, and activist, Michael Pollan. The session will be chaired by one of America’s most honored and experienced environmental journalists and the founding director of the new Initiative on Communication and Sustainability at Columbia University's Earth Institute, Andrew Revkin. Mr. Pollan and Mr. Revkin will discuss the connections among food systems, behavior, and climate change.

1:00PM

Break

1:15PM

Transportation: Advancing Clean Mobility for All

- [The Path to Safer Streets for Micromobility: Arming Advocates with Travel Behavior Data](#), *Eli Alston-Stepnitz, University of California, Davis and Angela Sanguinetti, University of California, Davis*
- [Equity in Transportation Electrification Planning](#), *Kimberly Jaeger Johnson, ILLUME Advising*
- [Beyond Cars: Modelling Modal Shift and Passenger Transport Demand Reduction for A Low Carbon Future](#), *Vera O’Riordan and Tomas Mac Uidhir, University College Cork*

Equity: Addressing Equity through Community Engagement

Moderator: Margot Brown, Environmental Defense Fund

- [Considerations for Energy Efficiency Education in Diverse Communities](#), *Yasmin Abraham, Kambo Energy Group Canada*
- [Achieving Equity Through Community Engagement: How Point-of-Sale Foodservice Programs Excel by Leveraging Public Health Best Practices](#), *George Chapman, Energy Solutions*
- [Sustainable and Equitable Cooling: NYSERDA’s Community-Centered](#)

Programs: Building Trust Through Communication Strategies

Moderator: Lauren Cheatham, Apple Inc, Hannah Blair, CLASP Kenya

- [Longmont’s Equity in Sustainability Program](#), *Lisa Knoblauch and Aterah Nusrat, City of Longmont, Colorado*
- [Reimagining the Future: U.S. Virgin Islands Energy Assurance](#), *Anastasia Roy, Aptim*
- [Where Do People Go for Information When Adopting Electric, Smart, and Solar and Why Does It Matter?](#) *Beth Karlin and Hale Forster, See Change Institute*

Organizations: Wagging the Long Tail of Businesses

Moderator: Nick Lange, ICF

- [Behavioral Programs: A New Approach to Reach the Foodservice Sector](#), *Will Morris and Liza Legaspi, SoCalGas*
- [Fostering Cooperation And Collaboration In Tenanted Properties With Lawyers And Leases](#), *Kathryn Janda, University College London, United Kingdom*
- [Changing the Behavior of All Market Actors to Accelerate Decarbonization](#), *Kate Merson, Resource Innovations*

	<ul style="list-style-type: none"> • Teleworking: How Commuting Behavior Change Can Help or Hinder GHG Emission Reductions, David Pickup, Dunsy Energy + Climate Advisors • Reducing Transport-Related CO2 Emissions by Targeting Individual Behavioral Change: A Systematic Review with Meta-Analysis, Aneeqe Javaid and Felix Creutzig, Mercator Research Institute on Global Commons and Climate Change (MCC) EUREF Campus 19 	<p>Approach to Extreme Heat, Health and Public Safety, Molly Podolefsky, Guidehouse</p> <ul style="list-style-type: none"> • Essentially Local: CA Models for a Just and Equitable Clean Energy Transformation, Nicol Manzanares and Laurel Rothschild, The Energy Coalition 		<ul style="list-style-type: none"> • Decarbonizing the Building Sector: A Human-Centered Study Focused on Small/Light Commercial Buildings, Abraham Tidwell and Chrissi Antonopoulos, Pacific Northwest National Laboratory
2:15PM	Meet the speakers! Stay online to chat with the speakers after each session.			
2:30PM	Break			
2:45PM	<p>Equity: Equity and Energy Moderator: Karen Ehrhardt-Martinez, ICF</p> <ul style="list-style-type: none"> • Participation Gap Analysis Among Energy Efficiency Programs in the Public Sector, Michelle Le, CETlab • Lower-Income Consumers and the Smart Energy Future, Nathan Shannon, Smart Energy Consumer Collaborative (SECC) • What 7,257 Households Can Tell Us About Race, Ethnicity, Income, and Access to Program Services: Findings from the Energy Trust 2020 Customer Insights Study, Dan Rubado, Energy Trust of Oregon and Ryan Bliss ADM • Energy Insecurity Across Generations: Labor Force Participation, Race, and Occupancy in Multifamily Energy Use, Nelson Hal and Andrew Royal, Res-Intel 	<p>Transportation: Accelerating Clean Vehicle Adoption Moderator: Bill LeBlanc, E-Source</p> <ul style="list-style-type: none"> • Has the Willingness to Pay for Alternative Fuel Vehicles Changed Over the Past Decade? Evidence From Vehicle Buyers in California, Debapriya Chakraborty, University of California, Davis • Characterizing Strategic EV Market Segments: EV Converts, John Anderson and Brett Williams, Center for Sustainable Energy • Accelerating Electric Vehicle Adoption in the San Francisco Bay Area: Market Research Findings from the Bay Area Air Quality Management District, Jamie Orose, Center for Sustainable Energy • The Green Light on Buying a Vehicle: How Consumer Decision-Making Interacts with Environmental Attributes in the New Vehicle 	<p>Social Science: Thinking about Energy: From Household to Collective Action Moderator: Nicole Sintov, Ohio State University</p> <ul style="list-style-type: none"> • Cognitive Efficiency Meets Energy Efficiency: Applying Expert Heuristics to Improve Household Energy Decisions, Joseph Kantenbacher, University of South Dakota • Spillover Between Adaptation and Mitigation Behaviors at The Personal and Collective Levels, Karine Lacroix and Jennifer Carman, Yale Program on Climate Change Communication • Adapting Rogers' Theory of Diffusion of Innovation to Distributed Energy Resources, Sarah Outcault and Angela Sanguinetti, University of California, Davis • Pluralistic Ignorance in Climate Policy: Mapping the Vast Underestimation of Public Support for Transformational Change, Gregg 	<p>Panel: Advanced Energy Communities: Lessons Learned from Scaling Energy Efficiency and Community Solar Microgrids</p> <p>Moderator: Therese Peffer, CIEE/University of California, Berkeley</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Genaro Bugarin, The Energy Coalition • Meaghan Laverty, The Energy Coalition • Cathy Leonard, Oakland Neighborhoods for Equity • Kate Ringness, SmartBlock Communities

	<ul style="list-style-type: none"> Helping Our Most Vulnerable Customers with Data-Driven Engagement Strategies, Brad Langley, and Julia Friedman, Oracle, and Paul Grimyser, ComEd 	Purchase Process , Margaret Taylor and Sydney Fujita, Lawrence Berkeley National Laboratory	Sparkman, Princeton University, and Nathaniel Geiger, Indiana University	
3:45PM	Meet the speakers! Stay online to chat with the speakers after each session.			
4:00PM	Break			
4:15PM	<p style="text-align: center;">Panel 1</p> <p>Public Policy: Exploring and Experimenting in Organizational Systems</p> <p>Moderator: Tom Maiorana, University of California, Davis</p> <p>Panelists:</p> <ul style="list-style-type: none"> Carissa Carter, Academic Director, Stanford University Kelli Covey, Principal and Founder, Covey Group Verena Kontschieder, Policy Program Manager, AI, at Facebook and Open Loop Katie Krummeck, Educational Designer 	<p style="text-align: center;">Panel 2</p> <p>Statewide Sustainability Programs Supporting Change in Over 2000 Communities</p> <p>Moderator: Lola Schoenrich, Sustainable States Network</p> <p>Panelists:</p> <ul style="list-style-type: none"> Jim Price, Sustainable Pennsylvania Randall Solomon, Sustainable Jersey Kristin Mroz-Risse, Minnesota GreenStep Cities 	<p style="text-align: center;">Panel 3</p> <p>One Tectonic Shift: The Conversion of Our Fossil-Based Heating Systems to Heat Pumps</p> <p>Moderator: Kristin Dupre, Adobe Energy Management</p> <p>Panelists:</p> <ul style="list-style-type: none"> Meg Howard, CEC Massachusetts Travis Estes, Adobe Energy Management Dana Fisher, Mitsubishi Shawn Intorcio, Reading Municipal Light Department, Massachusetts 	<p style="text-align: center;">Panel 4</p> <p>Change Management at the Heart of Energy Efficiency and DEI</p> <p>Moderator: Sada Naegelin, Stillwater Energy</p> <p>Panelists:</p> <ul style="list-style-type: none"> TBA
5:15PM	<p>Virtual Poster Reception – Meet the Authors and Discuss their Posters</p> <ul style="list-style-type: none"> Abbie Bender & Wokje Abrahamse, Victoria University of Wellington, What Are the Critical Determinants of Pro-Environmental Behavior? A Meta-Analysis Look at the Theory of Planned Behaviour, Value Belief Norm Theory, Values Theory, Self-Discrepancy Theory, Affect and Habit Koral Buch & Debapriya Chakraborty, University of California, Davis, A Total Cost of Ownership Analysis of Plug-In Electric Vehicle Drivers in California Alan Jenn, University of California, Davis, Emissions Impact of Electric Vehicle Adoption on Disadvantaged Communities Jared Langevin & Jingjing Zhang, Lawrence Berkeley National Laboratory, Behavior-Based Energy Efficiency: A Case Study of the Oakland Ecoblock Annika Lutz & Caroline Mackay, Simon Fraser University, Encouraging Cognitive Alternatives to the Environmental Status Quo Christoph Meinrenken & Sanjmeet Abrol, Columbia University, Does Providing Household Residents with Usage Information Prompt Reductions? Jonathan Mendel & Hadar Hamid, Simon Fraser University, Imagining a Sustainable World: A Qualitative Analysis of Environmental Cognitive Alternatives Susan Schneider, Root Solutions, Lasting Behavior Change: The Challenge of Persistence K. Shankari & Andrew Duvall, National Renewable Energy Laboratory (NREL), The Canbikeco Mini Pilot: Preliminary Results and Lessons Learned 			
5:45PM	Break			

<p>6:00PM</p>	 <p>BECC Scholars Meet, Greet, and Discuss Energy Futures with James L. Sweeney, Stanford University. Dr. Sweeney, known for his work on energy economics and energy policy, is a Hoover Institution senior fellow. Sweeney analyzes economic and policy issues, especially those involving energy systems and/or the environment.</p>	 <p>Workshop 1: How to Convince Conservatives and Liberals to Act How can we go beyond preaching to the choir? Which messages resonate with conservatives, liberals, or both groups? In this interactive session, we'll show you the tools to counter barriers to climate action.</p> <ul style="list-style-type: none"> • Carol Shumway, Ph.D.: Director of Center for Behavior and Climate • Bob Inglis: Executive Director of republicEn.org • Kim Kelly, Ph.D. : Senior Behavior Analyst, Behavior Development Solutions • Chelsea Henderson, Director of Editorial Content, republicEN 	 <p>Workshop 2: Speaking Up During Lockdown: What Utility Customers Expect After COVID In this interactive session, we'll share E Source's findings from our COVID-19 Residential Surveys, where we asked US and Canada utility customers to discuss how their utilities have responded to the pandemic.</p> <ul style="list-style-type: none"> • Jessica Bailis, Solution Director at E Source • Sarah Baker, Analyst, Market Research at E-source 	<p>Workshop 3: TBA</p>
<p>7:30PM</p>	<p style="text-align: center;">End of Day 1</p>			




Tuesday, November 9, 2021: Day 2

Sponsored by Uplight



10:30AM	Yoga			
11:30AM	<p>Renewable Energy: From Research to Mass Adoption</p> <p>Moderator: Zachary Eldredge, US Department of Energy</p> <ul style="list-style-type: none">• Winds of Change: Examining Attitude Change Regarding an Offshore Wind Project, Samantha Bingaman and Jeremy Firestone, University of Delaware• Using Virtual Reality and Visual Discrete Choice Tasks to Examine Public Attitudes Toward Offshore Wind Energy Projects, Jonathan Ericson, Alexana Cranmer, Bentley University, and Anna Ebers Broughel, Tetrattech• Community Solar: Ensuring a Place for Everyone in a Clean Energy Future, Eileen Hannigan, ILLUME Advising• Agrivoltaics and the Agri-Solar Clearinghouse: Developing Connections Between Solar Energy and Sustainable Agriculture for a Low Carbon Future, Stacie Peterson and Danielle Miska, National Center for Appropriate Technology	<p>Transportation: Electric Vehicle Charging Behavior</p> <p>Moderator: Andrew Duvall, National Renewable Energy Laboratory</p> <ul style="list-style-type: none">• If You Build It, They Will Come: How Charging Station Installation Drives EV Adoption, Shannon Kahl, ILLUME Advising and Amanda Maass, ILLUME Advising• A National Estimate of the Value of a Free EV Charging Event in the US, Michael Maness and Divyamitra Mishra, University of South Florida• Evaluating Residential Charging Access for Electric Vehicles in California, Matt Alexander, California Energy Commission and Eric Wood, National Renewable Energy Laboratory• A Field Experiment on Workplace Norms and Electric Vehicle Charging Etiquette, Camila Apablaza and Omar Asensio, Georgia Institute of Technology	<p>Equity: Reaching Low-Income Customers</p> <p>Moderator: Jackie Berger, Apprise</p> <ul style="list-style-type: none">• Equity in the Clean Energy Economy, Nat Treadway and Jamie Wimberly, DEFG• Closing the Energy-Savings Access Gap, Cynthia Gage, C+C, and Jill Vohr, US EPA Energy Star• Reaching Low-Income Customers: Insights from a National Survey, Devron Hobbs, Uplight, and Hale Forster, See Change Institute• When The Lone Star Froze Over - An Analysis of the Lived Experiences of Low-Income Communities During and in the Aftermath of the 2021 Winter Storm, Andrew Robison and Erick Jones, Texas Energy Poverty Research Institute (TEPRI)	<p>Panel: Cultural Sensitivity in Evaluation: What Does It Look Like and How Are We Doing?</p> <p>Moderator: Ryan Bliss, ADM Associates, Inc</p> <p>Panelists:</p> <ul style="list-style-type: none">• Sarah Castor, Energy Trust of Oregon• Quinn Parker, Encolor Consulting LLC• Jeremy Offenstein, ADM Associates, Inc.

	<ul style="list-style-type: none"> Better Forecasts Through Better (Behavior) Science, Tyler Capps, Guidehouse, and Melanie Munroe, Opinion Dynamics 			
12:30PM	Meet the speakers! Stay online to chat with the speakers after each session.			
12:45PM	Break			
1:00PM	<p>Programs: Utility Innovations for Data-Driven Decision-Making Moderator: Maria Legaspi, Southern California Gas Company</p> <ul style="list-style-type: none"> Fast Feedback Residential DR Impacts in Arizona, Dustin Kunkel, Guidehouse, and Marilla Yaggie, Illume Reversing Impatience: Framing Mechanisms to Increase the Purchase of Energy-Saving Appliances, Silvi Mariateresa, and Emilio Padilla Rosa, Autonomous University of Barcelona Impact Evaluation of the PC44 Time of Use Pilots, Sanem Sergici, The Brattle Group Applied User Research: Leveraging Customer Feedback to Create Engaging Digital Experiences, Luke Bahl, Franklin Energy Thumbs Up: Increasing Customer Engagement Through Highly Relevant Email Communications, Amy Findlay and Gregory Romine, Eversource 	<p>Policy and Movements: Culture, Cascades, Conundrums, and Comedy Moderator: Ammar Qusaibat, US Department of Energy</p> <ul style="list-style-type: none"> Climate Clubs and Other Middle-out Approaches to Motivate Climate Action, Matt Malinowski and Gautam Jayaraman, ClimateClub.us Community Choice Aggregation and the Relationship with Energy Efficiency: Lessons Learned from Cities, Amanda Dewey and Nick Henner, ACEEE How and Why Do Consumers Make Decisions in Situations of Sustainable Conflicting Goals? A German Consumer Study, Andreas Niedermeier and Tabea Habermehl, Technical University of Munich Campus Straubing "Live" Stand Up Climate Comedy: Steal This Joke, Beth Osnes, Inside the Greenhouse at the University of Colorado 	<p>Programs: Case Studies in Using Competition and Gamification Moderator: Liz Kelley, Illume</p> <ul style="list-style-type: none"> The Generosity of Energy Savings: Motivating Energy Behavior Change in Wisconsin's Rural Save to Give Challenge, Brady Steigauf, Wisconsin's Focus on Energy and Katie Jones, Center for Energy and Environment Innovations and Lessons in Solar E-waste Management, Monica Wambui, CLASP, Kenya and Hannah Blair, CLASP Why are "Oops Tags" Sweeping the Nation and Do They Work? Ann Vander Vliet, and Lisa Skumatz, Skumatz Economic Research Associates, Inc. Reimagining Employee Engagement Behavior Change Campaigns for a Remote World, Amy Whitehouse, The Energy Coalition 	<p>Panel: Responding to Climate Change Through Education: Data and Methods Moderator: Radhika Iyengar, Center for Sustainable Development at the Earth Institute, Columbia University</p> <p>Panelists:</p> <ul style="list-style-type: none"> Eugene Cordero, San Jose State University, Christina Kwauk, Center for Universal Education at Brookings Marcia McKenzie, Melbourne Graduate School of Education, University of Melbourne
2:00PM	Meet the speakers! Stay online to chat with the speakers after each session.			
2:15PM	Break			
2:30PM	Plenary: The Biden Administration and Climate Change			
3:15PM	Break			

3:30PM	<p>Virtual Poster Reception – Meet the Authors and Discuss their Posters</p> <ul style="list-style-type: none"> • Andrea Doukakis, RE Tech Advisors & Hannah Debelius, Department of Energy, DOE Waste Pilot Findings: Outreach and Engagement, Data, and Scope Three Emissions • Abdurakhim Rakhimov, Center for Behavior & the Environment, Rare, The Effect of Individual Climate Behavior Messaging on Green Policy Support • Beth Fitzjarrald, E Source, Bringing EV Benefits to Low-Income Customers • Paul Monaghan & Jennison Kipp, University of Florida, Community Weatherization Coalition, Can Education Change Energy Savings Behavior? • John Anderson and Brett Williams, Center for Sustainable Energy (CSE), Characterizing Plug-In Hybrid Electric Vehicle Consumers Who Found the U.S. Federal Tax Credit Extremely Important in Enabling Their Purchase • Brianne Eby & Robert Puentes, Eno Center for Transportation, Congestion Pricing: A Tool for Sustainability, Equity, and Behavior Change • Meaghan Laverty, The Energy Coalition, The Intersection Between Food Access and Energy Efficiency: LA's Neighborhood Market Revitalization Program • Michael Soszynski & Brittany Berg, ADM Associates, Shedding Light on Energy Inequities: What Might Race and Demographic Differences in Identifying Bulb Types Tell Us? • Nathan Manuel, Measured Light, The Hidden Environmental Costs of Working from Anywhere 		
4:00PM	Break		
	Solutions Sessions: Tap into The Collective Experience of BECC Attendees To Help Solve Real World Challenges		
4:15PM	 <p>Help Solve a Real-World Problem: A BECC Solutions Session, Hosted by Reuven Sussman, ACEEE</p>	 <p>Where to Start? Taking the First Steps on a Behavior-Centered Design Journey. Where to Start? Hosted by Kate Williamson, Rare</p>	 <p>New Carrots (or Sticks) to Overcome Building Owners' Financial Challenges, Hosted by Shawna Henderson, Blue House Energy</p>
5:30PM	Break		
5:45PM	Networking Social Event		
6:45PM	End of Day 2		

Wednesday, November 10, 2021: Day 3

Sponsored by ICF



10:30PM

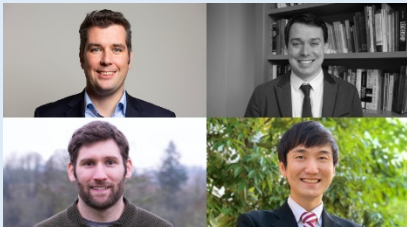
Yoga

11:30PM

Plenary: How Behavioral Insight Teams Make Changes in Governments Around the World

Moderator: Christine Kormos, Senior Behavioural Scientist, BC Behavioural Insights Group (BC BIG)

Behavioral science experts working in government are at the cutting edge of where research meets practice. They have successfully applied behavioral science theories to influence real-world shifts in behavior. Importantly, they also support and encourage the use of rigorous evaluation methods, including random and quasi-random controlled experiments. Increasingly, these experts are being asked to work on programs and projects that encourage citizens to engage in climate actions. Many work in units specifically devoted to tackling energy and environmental problems. Yet the challenges of working in government and promoting new or underutilized behavior change methods are great. This panel of behavioral scientists in governments around the world will discuss their work, their challenges, and their successes. They will discuss not only how to change the behavior of citizens, but also how to change the behavior of governments regarding climate policy and programs.



- Thomas Dirkmaat, PhD. Coordinator, Behavioural Insights Team; Chairman of the Behavioural Insights Network NL; General Economic Policy Department; Ministry of Economic Affairs and Climate Policy
- Karl Purcell. MSc. Program Manager of the Behavioural Economics Unit at the Sustainable Energy Authority of Ireland
- Collin Weigel. Behavioral Economist with the California Air Resources Board
- Tadahiro Ikemoto, D.Sc., MPH, MPA. Director for Behavioral Insights Strategy, Ministry of the Environment, Government of Japan; Founder and President, Behavioral Sciences Team (BEST), Government of Japan

12:30PM

Break

12:45PM

Virtual Poster Reception – Meet the Authors and Discuss their Posters

- Aida Warah, Gentleways for Our Planet, Using the Technology of Behavioral Change to Reduce Climate Change
- Anne Arquit Niederberger, Enervee, Efficient Shopping for All - From Direct Install to Empowerment
- Claudio Lex & Susanne Kurowski, Technical University of Munich, Hypes and Innovation Activity: Empirical Evidence from Digital Clean Energy Technologies
- Dustin Weigl & Joshua Sperling, National Renewable Energy Laboratory, Sustainability, Scalability, and Resiliency of the Innisfil Mobility on Demand Experiment
- Emily Cruz & Elke Weber, Princeton University, Evaluating the Environmental, Emotional, and Economic Impact of Pedestrian-Only Streets In New York City
- Kathryn Colley & Tony Craig, The James Hutton Institute, SMARTTEES: Modelling Household Uptake of a Citywide District Heat Network in Aberdeen
- Kathryn Janda, University College London, Mapping Climate Change Engagement Efforts: From Storytelling to Story Listening
- Pia Drechsel, & Thomas Decker, University of Applied Sciences Neu-Ulm, Do Consumers Want to Reduce Plastic Packaging? Results from a Field Experiment
- Rebecca Upton, Anglia Ruskin University / Eden Project / The Centre for Alternative Technology, Exploring the Impact and Value of Education for Sustainability at the Eden Project
- Keith McDade, Allison Royer, and Kaley Cross, Lenoir-Rhyne University: Understanding Perceived Barriers and Benefits for Stormwater Management

1:15PM	<p>HERs 2.0 - Rethinking Home Energy Reports Moderator: Jim Stewart, Cadmus</p> <ul style="list-style-type: none"> • How Pacific Gas and Electric Is Rethinking Behavioral Programs to Thrive in a Future Dominated by Decarbonization and Customer Experience, Matthew Lucky, Oracle and Julie Ahner, Pacific Gas and Electric • Who Are the Most Persistent Savers After Treatment with HERS? Aimee Savage, Nexant • The Emergence of AMI-enabled Behavioral Programs in Delivering Significant Gas Savings, Kristen Hepp, Oracle 	<p>Renewables and Electrification Moderator: Ellen Steiner, Opinion Dynamics</p> <ul style="list-style-type: none"> • Providing Access to Electricity and Internet to the Navajo Nation While Developing the Reservation's Economy Through Job and Training Opportunities, Mitsumasu Scotti, Mitsumasu Consulting • Understanding Perceptions and Building Support for Beneficial Electrification, Cynthia Gage, C+C and Jill Vohr, US EPA ENERGY STAR • A Case Study from a Systems Perspective of Transitioning to Air Source Heat Pumps: Barriers and Performance, Kristen Osterwood, Unittel and Worcester Polytechnic Institute • How to Electrify Affordable Housing: Insights from New Construction Professionals on the Role of Heat Pumps, Jen Loomis, and Ellen Steiner, Opinion Dynamics 	<p>Social Science: Understanding Diverse Audiences Moderator: Gabrielle Wong-Parodi, Stanford University</p> <ul style="list-style-type: none"> • Identifying and Leveraging Social Norm Networks Guiding Energy Use in the US and India, Rohini Majumdar and Gregg Sparkman, Princeton University • Perceptions of the Best, Likely, and Worst Futures Among Generation Z, Deidra Miniard, Indiana University Bloomington and Joseph Kantenbacher, University of South Dakota • From 'Constrained' and 'Cautious' to 'Resourceful' and 'Active': Imagining a Positive Landscape for Low-Carbon Lifestyles, Hazel Pettifor and Maureen Agnew, University of East Anglia, United Kingdom • Building Diverse Climate Coalitions: The Pitfalls and Promise of Identity-Based Messaging, Corinne Tsai, University of Cambridge and Adam Pearson, Pomona College 	<p>Panel: Bringing Quantitative Behavioral Research into the Heart of Residential Program Design and Iteration.</p> <p>Moderator: Owen Howlett, SMUD</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ralph Dinola, New Buildings Institute • Hale Forster, See Change Institute
2:15PM	Meet the speakers! Stay online to chat with the speakers after each session.			
2:30PM	<p>Utopian and Dystopian Futures Moderator: TBA</p> <ul style="list-style-type: none"> • Project Drawdown, Kelley Dennings, Center for Biological Diversity • The New World: Wildfires and Their Impact on Resiliency Risk, James Dodenhoff, Silent Running LLC • A Meta-Analysis of Financial Incentive Strategies to Promote Overall and Peak Electricity 	<p>Equity Programs Achieving Results Moderator: Molly Podolefsky, Guidehouse</p> <ul style="list-style-type: none"> • Try as We Might: Impacts of an Income-Qualified Rate Discount and Household Capacity to Save Energy, Joe Van Clock, Apex Analytics and Tholl Brian, City of Fort Collins Utilities • Partnership Power: How TVA Is Reimagining Energy Assistance in the 	<p>Technology in the Field Moderator: Dan Fredman, Oracle</p> <ul style="list-style-type: none"> • Thermostat-Setting Preferences and Implications for Smart Thermostat Applications, Jacqueline Berger, APPRISE, and Ben Adams, MaGrann • The Innovative Kitchen Management Project, Maria Liza Legaspi, SoCalGas • DOE Better Buildings Updates: Low Carbon, Workforce, and Technology 	<p>Panel: How to Reach the Hard-to-Reach: Insights from a Cross-Country Case Study Comparison</p> <p>Moderator: Sea Rotmann, SEA - Sustainable Energy Advice Ltd</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Miguel Macias Sequeira, Center for Sustainability and Environmental Research, NOVA School of Science


	<p>Conservation in Households, Daniel Sloat and Benjamin Scheibehenne, Karlsruhe Institute of Technology</p> <ul style="list-style-type: none"> • Preventing Injuries to Children Through Home Safety Audits and Modifications, Ruth Ann Norton, Green and Healthy Homes Initiative, and Wendy Shields, Johns Hopkins Center for Injury Research and Policy • The Economic Consequences of Putting a Price on Carbon, Diego Kaenzig, London Business School, United Kingdom • What Happened in Texas? Winter Storm Uri's Impact on Texans and the Resulting Uprooting of Longstanding Shibboleths in Texas' Energy Political Economy, Erik Funkhouser, Dilge Guldehen Kanoglu-Ozkan, Ariane Beck, and Varun Rai, University of Texas at Austin 	<p>Energy-Burdened Southeast, Rapley Frank, Tennessee Valley Authority</p> <ul style="list-style-type: none"> • Equity, Empowerment, and Engagement in Minnesota, Jeannette LeZaks, Slipstream, and Tessa Cruz, Streetwyze • Diversification Through Collaboration "How One Small Business Diversified Its Staff by Partnering with a Leading Workforce Development Program, Todd Rogers, CEM, Energy Training Solutions US, and Karen-Michelle Mirko, The HOPE Program 	<p>Mariana Egea-Casaldud, Department of Energy</p> <ul style="list-style-type: none"> • A Data Framework for Promoting Energy Efficiency-Based Renovations in EU Buildings, Tobi El kin, Trilateral Research United Kingdom • Accelerating Uptake of Energy Efficient Appliances in Kenya Through Consumer Awareness Campaigns, Angellah Wekongo, CLASP Kenya and Hannah Blair, CLASP 	<p>and Technology, NOVA University of Lisbon, Portugal</p> <ul style="list-style-type: none"> • Kimberley O'Sullivan, Otago University, New Zealand • Anna Realini & Simone Maggiore, RSE, Milan, Italy • Dr Danielle Butler, National Energy Action and the Fuel Poverty Research Network
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3:45PM Meet the speakers! Stay online to chat with the speakers after each session.


4:00PM Break

4:15PM


Plenary: What's Next: Identifying Priorities for Reducing GHG Emissions



Mike Vandenberg
Professor, Vanderbilt University



Tom Dietz
Professor, Michigan State University



Paul Stern
President, Social and Environmental Research Institute



Rachel Schwom
Director, Rutgers Energy Institute

There is broad agreement that greenhouse gas emissions must be reduced substantially and that there is a premium on initial steps that will slow emissions quickly. But most analyses focus only on the potential of a technology if adopted or a behavioral change if implemented. This panel will begin with short presentations that identify criteria for choosing priority actions based on their Technical Potential

(“the amount of reductions that would result from a behavioral change or technology adoption”), Behavioral Plasticity (BP) (“the proportion of the target population that will change behavior or adopt a technology when programs and policies to promote such change are in place”), and Initiative Feasibility (IF) (“the likelihood of getting such programs or policies in place”). In addition, programs that are high potential in the short run should also facilitate broader transformations in energy systems and be attentive to energy justice issues. After discussing criteria, we will spend 50% of the session time on a moderated discussion to identify actions that are strong on all three criteria, considering actions by the private sector, by utilities, and by federal, state, and local governments. We are open to audience engagement during this part of the session, depending on format constraints. We will close with a brief discussion of the implications of this approach for research.

5:15PM

End of Day 3 – Conference Closing

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

Reuven Sussman, ACEEE
Therese Pepper, CIEE, University of California, Berkeley
Naomi Baum, ACEEE

Founding Chair

Linda Schuck, CIEE, University of California, Berkeley

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Kim Williams, Registrar

Program Committee

Chair: Chris Jones, CoolClimate, University of California, Berkeley
Shawn Bodmann, DNV-GL
Lauren Cheatham, Apple
Scott Hardman, University of California, Davis
Liz Kelley, ILLUME Advising
Nick Lange, ICF
Hal Nelson, Portland State University
Ammar Qusaibaty, US Department of Energy
Nicole Sintov, Ohio State University
Ellen Steiner, Opinion Dynamics
Kim Wolske, University of Chicago
Melanie Zauscher, California Air Resources Board

Social Committee

Chair: Beth Karlin, See Change Institute

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Workshop



Session

