



ALL TIMES ARE SHOWN IN EASTERN STANDARD TIME

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



11:00 AM	Opening Reception and Networking	
11:45 AM		<p>Welcome and Opening Plenary:</p> <p>Reimagining the Future of Food with Michael Pollan</p> <p>This session features an interview with writer, teacher, and activist Michael Pollan. The session chair, Andrew Revkin, is 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. Mr. Pollan and Mr. Revkin will discuss the connections among food systems, behavior, and climate change.</p>
1:00 PM	Break	
1:15 PM	Topic Session 1	
<p>Session 1A</p> 	<p>Transportation: Advancing Clean Mobility for All, sponsored by Oracle</p> <p>Moderator: Joseph Sherlock, Duke University</p> <ul style="list-style-type: none"> • 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 EUREF Campus 19 • Equity in Transportation Electrification Planning, Kimberly Jaeger Johnson, ILLUME Advising • The Path to Safer Streets for Micromobility: Arming Advocates with Travel Behavior Data, Eli Alston-Stepnitz and Angela Sanguinetti, University of California, Davis • Teleworking: How Commuting Behavior Change Can Help or Hinder GHG Emission Reductions, David Pickup, Dunsky Energy + Climate Advisors • Beyond Cars: Modelling Modal Shift and Passenger Transport Demand Reduction for A Low-Carbon Future, Vera O'Riordan and Tomas MacUidhir, University College Cork 	



<p>Session 1B</p> 	<p>Equity: Addressing Equity through Community Engagement, sponsored by The Energy Coalition Moderator: Margot Brown, Environmental Defense Fund</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 • Considerations for Energy Efficiency Education to 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 Approach to Extreme Heat, Health and Public Safety, Molly Podolefsky, Guidehouse
<p>Session 1C</p>	<p>Programs: Building Community Trust through Engagement Strategies Moderator: Lauren Cheatham, Instagram</p> <ul style="list-style-type: none"> • 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 • Minimum Energy Performance Standards for Appliances in Kenya, Francis Ndonga, CLASP • Reimagining the Future: U.S. Virgin Islands Energy Assurance, Anastasia Roy, Aptim • Longmont's Equity in Sustainability Program, Lisa Knoblauch and Aterah Nusrat, City of Longmont, Colorado
<p>Session 1D</p>	<p>Organizations: Wagging the Long Tail of Businesses Moderator: Nick Lange, ICF</p> <ul style="list-style-type: none"> • 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 • Decarbonizing the Building Sector: A Human-Centered Study Focused on Small/Light Commercial Buildings, Abraham Tidwell and Chrissi Antonopoulos, Pacific Northwest National Laboratory
<p>2:15 PM</p>	<p>Meet the speakers! Stay online to chat with the speakers after each session.</p>
<p>2:30 PM</p>	<p>Break</p>

2:45 PM	Topic Session 2
Session 2A	<p>Equity: Leave No Customer Behind: Equity in Program Participation and Energy Use Moderator: Karen Ehrhardt-Martinez, ICF</p> <ul style="list-style-type: none"> • Energy Insecurity Across Generations: Labor Force Participation, Race, and Occupancy in Multifamily Energy Use, Hal Nelson, Res-Intel; and Maria Ilinykh, Pacific Gas & Electric • 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 • Lower-Income Consumers and the Smart Energy Future, Nathan Shannon, Smart Energy Consumer Collaborative • Helping Our Most Vulnerable Customers with Data-Driven Engagement Strategies, Julia Friedman, Oracle; and Paul Grimyser, ComEd • Participation Gap Analysis Among Energy Efficiency Programs in the Public Sector, Michelle Le, CETlab
Session 2B	<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 Purchase Process, Margaret Taylor and Sydney Fujita, Lawrence Berkeley National Laboratory
Session 2C	<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 Outcalt and Angela Sanguinetti, University of California, Davis • Pluralistic Ignorance in Climate Policy: Mapping the Vast Underestimation of Public Support for Transformational Change, Gregg Sparkman, Princeton University; and Nathaniel Geiger, Indiana University

Session 2D	<p>Advanced Energy Communities: Exploring the Future of Energy Through Community-Scale Solutions Models Moderator: Katrina Leni-Konig, Technology Scale-Up and Outreach, Energy Research and Development Division, Assistant Tribal Liason <i>The future is local! Making a meaningful reduction in carbon emissions requires place-based, community-driven solutions that can transform neighborhoods into energy-producing networks that are affordable and accessible to everyone. Focusing on the development of two Advanced Energy Communities, one in Northern California and one in Southern California, this session will highlight how these projects propose unique approaches to addressing legal, technical, financial, and social barriers to accelerate community-scale clean energy transitions.</i></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 • Therese Peffer, University of California, Berkeley • Kate Ringness, SmartBlock Communities
3:45 PM	Meet the speakers! Stay online to chat with the speakers after each session.
4:00 PM	Break
4:15 PM	Panel Sessions
Panel 1	<p>Public Policy: Exploring and Experimenting in Organizational Systems Moderator: Tom Maiorana, University of California, Davis <i>The way we create one of the critical tools for change at scale—public policy—is marked by long timelines, established approaches, and rigid structures. Despite this challenge, some pioneers are exploring new strategies to develop and implement public policy. This panel brings together exceptional individuals who think and work at the intersection of policy, prototyping, and social impact. Their work spans geographies, governmental tiers, and policies, yet the thread of prototyping runs throughout their work.</i></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, Facebook and Open Loop • Katie Krummeck, Educational Designer

Panel 2	<p>Statewide Sustainability Programs Supporting Change in Over 2,000 Communities Moderator: Lola Schoenrich, Sustainable States Network</p> <p><i>Local governments are essential to ensuring equitable, durable climate resilience and mitigation energy solutions. The challenge is that thousands of communities need to act, not just the largest cities. What could help? Statewide programs built on behavior change are a part of the answer. Statewide programs make it easy to act by providing vetted best practices, tools tailored to the state context, hands-on technical assistance, fellows, and sometimes funding resources. Panelists discuss their experiences.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Jim Price, Sustainable Pennsylvania</i> • <i>Randall Solomon, Sustainable Jersey</i> • <i>Kristin Mroz-Risse, Minnesota GreenStep Cities</i>
Panel 3	<p>One Tectonic Shift: The Conversion of Our Fossil-Based Heating Systems to Heat Pumps Moderator: Kristin Dupre, Adobe Energy Management</p> <p><i>One tectonic shift needed to drive electrification is the conversion of our fossil-based heating systems to heat pumps. How do we approach such a large transformation? It is important to understand the kinds of bottlenecks that can naturally occur as complex systems and institutional social structures collide in change. Join in the discussion as we bring together node organizations that are tasked with accelerating the adoption of heat pumps and scaling these solutions to meet the challenge before us.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Meg Howard, CEC Massachusetts</i> • <i>Travis Estes, Adobe Energy Management</i> • <i>Dana Fisher, Mitsubishi</i> • <i>Shawn Intorcio, Reading Municipal Light Department, Massachusetts</i>
Panel 4	<p>Change Management at the Heart of Energy Efficiency and DEI Moderator: Sada Naegelin, Stillwater Energy</p> <p><i>How do we push the conversation of diversity, equity, and inclusion (DEI) beyond residential programs and leverage change management to foster racial and social justice in commercial and industrial (C&I) energy efficiency programs? This panel features stories of how energy efficiency professionals from across the United States are committed to DEI and justice as they implement C&I energy efficiency programs in the communities they serve.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Caryn Appler, Energy Trust of Oregon</i> • <i>Pamela Fann, Southeast Energy Efficiency Alliance</i> • <i>Giselle Procaccianti, Northeast Energy Efficiency Partnership</i>
5:00 PM	<p>Meet the speakers! Stay online to chat with the speakers after each session.</p>


5:15 PM	Virtual Poster Reception—Meet the Authors and Discuss Their Posters	
	<ul style="list-style-type: none"> • Abbie Bender and 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 and 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 and Jingjing Zhang, Lawrence Berkeley National Laboratory, Behavior-Based Energy Efficiency: A Case Study of the Oakland Ecoblock • Annika Lutz and Caroline Mackay, Simon Fraser University, Encouraging Cognitive Alternatives to the Environmental Status Quo • Christoph Meinrenken and Sanjmeet Abrol, Columbia University, Does Providing Household Residents with Usage Information Prompt Reductions? • Jonathan Mendel and 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 and Andrew Duvall, National Renewable Energy Laboratory, The Canbikeco Mini Pilot: Preliminary Results and Lessons Learned 	
5:45 PM	Break	
6:00 PM	Workshops	
BECC Scholars		<p><i>BECC Scholars Meet, Greet, and Discuss Energy Futures</i> with James L. Sweeney, Stanford University</p> <p>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>
Workshop 1		<p>How to Convince Conservatives and Liberals to Act</p> <p>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"> • Caroly Shumway, PhD, Director of Center for Behavior and Climate • Bob Inglis: Executive Director of republicEn • Kim Kelly, PhD, Senior Behavior Analyst, Behavior Development Solutions • Chelsea Henderson, Director of Editorial Content, republicEN


Workshop 2		<p>Speaking Up During Lockdown: What Utility Customers Expect After COVID</p> <p>In this interactive session, we'll share E Source's findings from its COVID-19 Residential Surveys, which asked U.S. 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
Workshop 3		<p>Building Coalitions for Climate Impacts—Moving Passion and Conversation into ACTION</p> <p>Miss the conversations, connections, and resulting innovations that come from in-person and informal discussions (at the hotel bar, for example)? This workshop is for you! Attendees will connect and share resources, find commonalities in barriers and challenges, workshop value propositions for climate resilience efforts, understand policy implications, and more.</p> <p>Join your peers from nonprofits, local governments, community-based organizations, and more to connect, brainstorm, and move passion and conversations about climate resilience into ACTION.</p>
7:30 PM	End of Day 1	

Tuesday, November 9, 2021: Day 2
Sponsored by Uplight


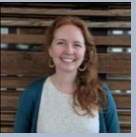



10:30 AM	Yoga
11:30 AM	Topic Session 3
Session 3A	<p>Renewable Energy: From Research to Mass Adoption Moderator: Zachary Eldredge, U.S. Department of Energy</p> <ul style="list-style-type: none">• Winds of Change: Examining Attitude Change Regarding an Offshore Wind Project, Samantha Bingaman and Jeremy Firestone, University of Delaware• Using Virtual Reality and Visual Discrete Choice Tasks to Examine Public Attitudes toward Offshore Wind Energy Projects, Jonathan Ericson, Bentley University; Alexana Cranmer, Bentley University; and Anna Ebers Broughel, Clean Energy Leadership Institute• 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• Better Forecasts through Better (Behavior) Science, Tyler Capps, Guidehouse; and Melanie Munroe, Opinion Dynamics
Session 3B	<p>Transportation: Electric Vehicle Charging Access and Behavior 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 and Amanda Maass, ILLUME Advising• A National Estimate of the Value of a Free EV Charging Event in the U.S., Michael Maness and Divyamitra Mishra, University of South Florida• A Field Experiment on Workplace Norms and Electric Vehicle Charging Etiquette, Camila Apablaza and Omar Asensio, Georgia Institute of Technology• Evaluating Residential Charging Access for Electric Vehicles in California, Matt Alexander, California Energy Commission; and Eric Wood, National Renewable Energy Laboratory

Session 3C	<p>Equity: Measuring and Closing EE Access Barriers for Low-Income Households Moderator: Jackie Berger, Apprise</p> <ul style="list-style-type: none"> • Reaching Low-Income Customers: Insights from a National Survey, <i>Kristen Kadetsky, Uplight; and Hale Forster, See Change Institute</i> • Equity in the Clean Energy Economy, <i>Nat Treadway and Jamie Wimberly, DEFG</i> • Closing the Energy-Savings Access Gap, <i>Jill Vohr, U.S. EPA ENERGY STAR®</i> • 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, <i>Andrew Robison and Erick Jones, Texas Energy Poverty Research Institute</i>
Session 3D	<p>Panel: Cultural Sensitivity in Evaluation: What Does It Look Like and How Are We Doing? Moderator: Ryan Bliss, ADM Associates, Inc</p> <p><i>Cultural competency in evaluation (CCE) is understood as understanding, appreciating, and interacting with people from cultures or belief systems different from our own. Collecting research data for a program evaluation needs to recognize the diversity of the population. Everything from survey design to program recommendations needs to reflect CCE. This session looks at how CCE works and asks questions about who, how, when, and where CCE must be a cornerstone of any program evaluation.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Sarah Castor, Energy Trust of Oregon</i> • <i>Alex Dunn, ILLUME Advising</i> • <i>Jeremy Offenstein, ADM Associates, Inc</i> • <i>Quinn Parker, Encolor Consulting LLC</i>
12:30 PM	Meet the speakers! Stay online to chat with the speakers after each session.
12:45 PM	Break
1:00 PM	Topic Session 4
<p>Session 4A</p> 	<p>Programs: Utility Innovations for Data-Driven Decision-Making, sponsored by Oracle Moderator: Maria Legaspi, Southern California Gas Company</p> <ul style="list-style-type: none"> • Reversing Impatience: Framing Mechanisms to Increase the Purchase of Energy-Saving Appliances, <i>Silvi Mariateresa and Emilio Padilla Rosa, Autonomous University of Barcelona</i> • Applied User Research: Leveraging Customer Feedback to Create Engaging Digital Experiences, <i>Megan Nyquist, Franklin Energy</i> • Thumbs Up: Increasing Customer Engagement Through Highly Relevant Email Communications, <i>Amy Findlay and Gregory Romine, Eversource</i> • Fast Feedback Residential DR Impacts in Arizona, <i>Dustin Kunkel, Guidehouse; and Marilla Yaggie, ILLUME Advising</i> • Impact Evaluation of the PC44 Time of Use Pilots, <i>Sanem Sergici, The Brattle Group</i>

Session 4B	<p>Policy and Movements: Culture, Cascades, Conundrums, and Comedy Moderator: Ammar Qusaibaty, U.S. 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>Session 4C</p> 	<p>Programs: Case Studies in Using Competition and Gamification, sponsored by The Energy Coalition Moderator: Liz Kelley, ILLUME Advising</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? Dana 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
Session 4D	<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><i>Our panel experts share the latest research on climate change education, including 1) recent studies on psychosocial barriers to action and how climate education can overcome these barriers, 2) successful models of climate-focused project-based learning from around the world, and 3) data that quantifies the potential impact of climate change education through comparisons with other mitigation strategies such as solar and electric vehicles. Each panelist draws on their research to offer insights on the state of climate change education as a method for reducing energy use and carbon emissions and as a vehicle for creating a more equitable and just world. They will also discuss what it will take in policy and practice to speed up progress urgently.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • Eugene Cordero, San José State University • Christina Kwauk, Center for Universal Education at Brookings • Marcia McKenzie, Melbourne Graduate School of Education, University of Melbourne
2:00 PM	Meet the speakers! Stay online to chat with the speakers after each session.
2:15 PM	Break

2:30 PM	<p style="text-align: center;">Ask Me Anything!</p> <p style="text-align: center;">KATHLEEN HOGAN, U.S. Department of Energy Acting Under Secretary for Science and Energy</p>  <p>In this ask-me-anything session, Under Secretary Hogan fields your questions about the Biden administration’s climate and energy priorities and how DOE and the rest of the federal government intend to make progress on the critical issues.</p> <p>Kathleen Hogan is a distinguished national leader in clean energy, with a more than 20-year career as a federal executive. She currently serves as acting under secretary for science and energy at DOE. Kathleen previously served as deputy assistant secretary for energy efficiency, where she oversaw a more than \$600 million annual energy efficiency policy, program, and research portfolio. She also led an EPA division for more than 10 years in the development and implementation of a suite of clean energy policies and programs to cost-effectively address global climate change. Kathleen has been recognized throughout her career for her leadership in public service, most recently with a Presidential Rank Award (2015), the Samuel J. Heyman Service to America Medals Career Achievement Award (2016), and a Secretary of Energy Exceptional Service Award (2018).</p>
3:15 PM	Break
3:30 PM	Virtual Poster Reception – Meet the Authors and Discuss Their Posters
	<ul style="list-style-type: none"> • Andrea Doukakis, RE Tech Advisors; and Hannah Debelius, Department of Energy, DOE Waste Pilot Findings: Outreach and Engagement, Data, and Scope Three Emissions • Beth Fitzjarrald, E Source, Bringing EV Benefits to Low-Income Customers • Paul Monaghan and Jennison Kipp, University of Florida, Community Weatherization Coalition, Can Education Change Energy Savings Behavior? • John Anderson and Brett Williams, Center for Sustainable Energy, Characterizing Plug-In Hybrid Electric Vehicle Consumers Who Found the U.S. Federal Tax Credit Extremely Important in Enabling Their Purchase • Brianne Eby and 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 • Lisa Skumatz, Skumatz Economic Research Associates, Inc., Thermostats: Survey Results Reveal Implications for Behavior, Saturation, Turnover, and Potential • Michael Soszynski and 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
4:00 PM	Break

4:15 PM	Solutions Sessions: Tap into the Collective Experience of BECC Attendees to Help Solve Real-World Challenges	
Solutions 1		<p>Help Solve a Real-World Problem for the National Center for Appropriate Technology: Solar Power in Rural America Hosted by Reuven Sussman, ACEEE</p> <p>Large-scale solar developments in rural areas are an important component of reducing American greenhouse gas emissions. However, rural landowners often oppose and attempt to block these developments. How can rural landowners be encouraged to embrace, welcome, and demand new solar installations as opposed to protest them? Work together to help solve this real-world problem.</p>
Solutions 2		<p>Where to Start? Taking the First Steps on a Behavior-Centered Design Journey Hosted by Kate Williamson, Rare</p> <p>Interested in encouraging behavior change for environmental challenges? It can be hard to know where to start. At Rare’s Center for Behavior and the Environment, we use an approach called Behavior-Centered Design (BCD), a blend of behavioral science and design thinking, to provide an eight-step journey for designing behavior change solutions. In this short skills session, trainers from our team using lecture, case studies, and hands-on activities through the first two steps of BCD.</p>
Solutions 3		<p>Solve the Problem of Deep Energy Retrofits: Help Figure Out How to Overcome the Challenges of Deep Energy Retrofits for Multi-Unit Building Owners Hosted by Shawna Henderson, Blue House Energy</p> <p>The business case for carrying out a deep energy/net zero retrofit can be compelling when considering Total Cost of Building Ownership (rather than just upfront costs) but the payback period is nevertheless too long for most building managers. What strategies can we develop to overcome perceived financial challenges (and other challenges) that building owners face for investing in deep energy retrofits? During this Solutions Session, participants will work together to help develop behavior change interventions around perceived valuation and the cost of investing in a Deep Energy Retrofit.</p>
5:30 PM	Break	
5:45 PM	Networking Social Event	
6:45 PM	End of Day 2	

Wednesday, November 10, 2021: Day 3

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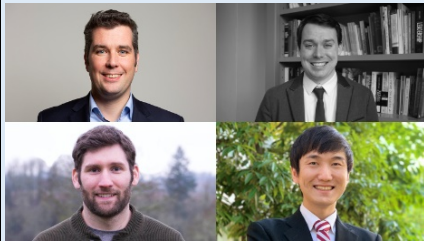
10:30 AM

Yoga

11:30 AM

How Behavioral Insight Teams Make Changes in Governments Around the World Moderator: Christine Kormos, Senior Behavioural Scientist, BC Behavioural Insights Group

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 asked to work on programs and projects that enable 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 significant. This panel of behavioral scientists in governments worldwide will discuss their work, their challenges, and their successes. They will discuss how to change the behavior of citizens and 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, DSc, MPH, MPA**, Director for Behavioral Insights Strategy, Ministry of the Environment, Government of Japan; Founder and President, Behavioral Sciences Team, Government of Japan

12:30 PM

Break

12:45 PM	<p style="text-align: center;">Virtual Poster Reception – Meet the Authors and Discuss Their Posters</p>
	<ul style="list-style-type: none"> • 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 and Susanne Kurowski, Technical University of Munich, Hypes and Innovation Activity: Empirical Evidence from Digital Clean Energy Technologies • Dustin Weigl and Joshua Sperling, National Renewable Energy Laboratory, Sustainability, Scalability, and Resiliency of the Innisfil Mobility-on-Demand Experiment • Emily Cruz and Elke Weber, Princeton University, Evaluating the Environmental, Emotional, and Economic Impact of Pedestrian-Only Streets in New York City • Kathryn Colley and 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 and 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, Climate Resilience in Asheville, NC: Perceived Influences on Adopting Stormwater Management Practices on Private Property
1:15 PM	<p style="text-align: center;">Topic Session 5</p>
Session 5A	<p>HERs 2.0 – Innovating Home Energy Reports to Meet New Energy, Climate, and Grid Needs</p> <p>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, <i>Matthew Lucky, Oracle; and Julie Ahner, Pacific Gas and Electric</i> • Who Are the Most Persistent Savers after Treatment with HERS? <i>Aimee Savage, Resource Innovations</i> • The Emergence of AMI-Enabled Behavioral Programs in Delivering Significant Gas Savings, <i>David Zussman and Kristen Hepp, Oracle</i>

Session 5B	<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, Mitsumasa Scotti, Mitsumasa Consulting • Understanding Perceptions and Building Support for Beneficial Electrification, Cynthia Gage, C+C; and Jill Vohr, U.S. 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
Session 5C	<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 U.S. 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
Session 5D	<p>Panel: Bringing Quantitative Behavioral Research into the Heart of Residential Program Design and Iteration, sponsored by Oracle Moderator: Owen Howlett, SMUD</p> <p><i>The next twenty years will look very different from the past twenty years. For utility programs to successfully achieve widespread electrification of residential buildings, programs will have to scale more rapidly, design new offerings to reach new types of customers that don't currently participate, use different delivery channels, and incorporate emerging technologies that aren't yet developed. This panel will review various quantitative behavioral research methods that could provide input to iterative learning processes and how these methods can be integrated into the overall program development cycle.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Ralph Dinola, New Buildings Institute</i> • <i>Hale Forster, See Change Institute</i>
2:15 PM	<p align="center">Meet the speakers! Stay online to chat with the speakers after each session.</p>

2:30 PM	Topic Session 6
Session 6A	<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 Conservation in Households, Daniel Sloat and Benjamin Scheibehenne, Karlsruhe Institute of Technology • Preventing Injuries to Children through Home Safety Audits and Modifications, Ruth Ann Norton, Green & 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 Raj, the University of Texas at Austin
Session 6B	<p>Innovative Approaches to Implementation and Evaluation of Equity-Based Programs Moderator: Molly Podolefsky, Guidehouse</p> <ul style="list-style-type: none"> • Partnership Power: How TVA is Reimagining Energy Assistance in the Energy-Burdened Southeast, Frank Rapley, Tennessee Valley Authority • Equity, Empowerment, and Engagement in Minnesota, Jeannette LeZaks, Slipstream • Diversification through Collaboration: How One Small Business Diversified Its Staff by Partnering with a Leading Workforce Development Program, Todd Rogers, CEM • Try as We Might: Impacts of an Income-Qualified Rate Discount and Household Capacity to Save Energy, Joe Van Clock, Apex Analytics
Session 6C	<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, Mariana Egea-Casalduc, Department of Energy • A Data Framework for Promoting Energy Efficiency-Based Renovations in EU Buildings, Tobi El kin, Trilateral Research United Kingdom

Session 6D	<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><i>This panel discussion shares various international perspectives on reaching hard-to-reach (HTR) energy users, such as immigrants, renters, small businesses, and energy users with low income, high income, or low proficiency in English. Attendees will come away from this session with a better understanding of what has and hasn't worked to better engage those energy users. We will also introduce the Hard-to-Reach Energy Users Annex. The HTR Annex uncovers the barriers, needs, and opportunities for more effectively engaging these segments in energy efficiency initiatives based on real-life case studies in field research pilots.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • <i>Miguel Macias Sequeira, Center for Sustainability and Environmental Research, NOVA School of Science and Technology, NOVA University of Lisbon, Portugal</i> • <i>Anna Realini and Simone Maggiore, RSE, Milan, Italy</i> • <i>Dr. Danielle Butler, National Energy Action and the Fuel Poverty Research Network</i>
3:45 PM	Meet the speakers! Stay online to chat with the speakers after each session.
4:00 PM	Break

4:15 PM

What's Next: Identifying Priorities for Reducing GHG Emissions



Mike Vandenberg

Professor, Vanderbilt University



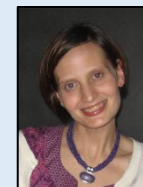
Tom Dietz

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 technology if adopted or a behavioral change if implemented. This panel begins with short presentations that identify criteria for choosing priority actions based on their

- Technical potential (the number of reductions that would result from a behavioral change or technology adoption);
- Behavioral plasticity (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 (the likelihood of getting such programs or policies in place).

In addition, programs with high potential in the short run should also facilitate broader transformations in energy systems and be attentive to energy justice issues. The last half of the session will be a moderated discussion to identify strong actions 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.

5:15 PM

End of Day 3 – Conference Closing

ACKNOWLEDGMENTS

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