



# 2010 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

SUNDAY: NOVEMBER 14	
11 – 6 PM	<b>PRECONFERENCE WORKSHOP – Fostering Sustainable Behavior</b> Presented by Doug McKenzie-Mohr, Founder of Community-Based Social Marketing
6:00 PM	Conference Registration & Speaker Check-in
7:00-9:00 PM	<b>BECC KICK-OFF PROGRAM &amp; DESSERT RECEPTION</b> <b>Moderators: Sharyn Barata, Itron &amp; Matthew Willcox, Draftfcb</b> <i>Reception host:</i>  <b>Don't miss BECC's Kick-Off Networking Session: "Making Energy Visible!"</b> <i>A challenge to the energy industry has always been trying to make energy tangible. Lacking a visible product, energy marketers have long struggled to make consumers care about their energy use. Global advertising agency, Draftfcb, in conjunction with PEEC, challenged their creative staff around the world to come up with metaphors and ideas to make energy visible. During this fun, interactive session, you and your tablemates will have the first opportunity to view some of these unique ideas, offer suggestions and apply their potential use across energy programs and sectors.</i> <p>Join us at 7 pm for Parducci carbon neutral wine, yummy desserts and...help make energy visible!</p>

MONDAY MORNING: NOVEMBER 15	
7:30-8:30	Continental Breakfast & Registration
8:30-10:15	<b>OPENING PLENARY: BEHAVIOR, ENERGY &amp; CLIMATE CHANGE</b> <b>Moderator: Linda Schuck, 2010 BECC Conference Chair, California Institute for Energy &amp; Environment</b> <b>Welcome</b> <b>Genevieve Shiroma, President, Board of Directors, Sacramento Municipal Utility District</b> <b>BECC Convening Directors</b> <b>Carl Blumstein, Director, California Institute for Energy &amp; Environment (CIEE), University of California</b> <b>Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy (ACEEE)</b> <b>Jim Sweeney, Director, Precourt Energy Efficiency Center (PEEC), Stanford University</b> <b>Walking the Walk: How BECC Tries to Take its Own Advice</b> <b>Annika Todd, 2010 BECC Co-Chair, Precourt Energy Efficiency Center</b> <b>Opening Keynote</b> <i>"Influencing Change: Applying Behavioral Research Insights to Reframe Environmental Policy &amp; Programs"</i> <b>Dr. Robert Cialdini, Regents Emeritus Professor of Psychology &amp; Marketing, Arizona State University,</b> <i>Author of <u>Influence: Science and Practice</u></i>
10:15-10:45	Morning Break Break Sponsor: 

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	<b>MONDAY MORNING: NOVEMBER 15</b>
<b>10:45</b>	<b>BEHAVIOR TOPICS 1: Concurrent Sessions</b>
<b>1A</b>	<p><b><u>OPINIONS, ADVOCACY &amp; ACTION</u></b>  <b>Moderator:</b> Maria Vargas, US Environmental Protection Agency</p> <ul style="list-style-type: none"> <li>• <b>World Public Opinion on Climate Change</b> - Anita Pugliese, The Gallup Organization</li> <li>• <b>The Genesis of Climate Change Activism: From Key Beliefs to Political Advocacy</b> - Connie Roser-Renouf, George Mason University</li> <li>• <b>Reaching Across the Aisle: Overcoming Partisan Barriers to Climate-Positive Action</b> - Tami Buhr, Opinion Dynamics</li> <li>• <b>Communicating About Preparation &amp; Adaptation</b> - Cara Pike, The Social Capital Project</li> </ul>
<b>1B</b>	<p><b><u>BEHAVIOR OF PEOPLE IN BUILDINGS</u></b>  <b>Moderator:</b> John Wilson, Energy Foundation</p> <ul style="list-style-type: none"> <li>• <b>Turn off the AC! What Occupants Really Think about Comfort in Buildings They Work In &amp; Why It Matters</b> - John Goins, UC Berkeley</li> <li>• <b>Tapping into Commercial Office Plug Load Savings: How Can We Reduce Energy Consumption of Plug Load Devices Through Changes to Hardware, Software &amp; Occupant Behavior?</b> - Catherine Mercier, Ecos</li> <li>• <b>Net Zero Buildings &amp; the Shift to Real World Energy, People &amp; Behavior</b> - Brad Jacobson, EHDD Architecture</li> <li>• <b>Energy, Comfort &amp; Behavior Change</b> - Judith Heerwagen, US General Services Administration</li> </ul>
<b>1C</b>	<p><b><u>LIGHTNING SESSION: POLICY &amp; GOVERNMENT TOPICS</u></b>  <b>Moderator:</b> Rick Diamond, Lawrence Berkeley National Laboratory</p> <ul style="list-style-type: none"> <li>• <b>PACE [Property Assessed Clean Energy] Energy Retrofit Financing - Cost, Benefit &amp; Risk</b> - James Finlay, Wells Fargo Bank</li> <li>• <b>When a Nudge Isn't Enough: Justifications for Mandates in Energy Efficiency Policy</b> - Brandon Hofmeister, Wayne State Law School</li> <li>• <b>The Untapped Potential of Water &amp; Energy Conservation Partnerships</b> - Alison Williams, Opinion Dynamics Corporation</li> <li>• <b>Reducing GHG Emissions Through Local Government Action: Case Studies of Eight California Cities</b> - Deborah Salon, UC Davis</li> <li>• <b>Success &amp; Failure in Eco - Labeling Vehicles</b> - Caroline Noblet, University of Maine</li> <li>• <b>Evaluating the Impact of Vehicle Labeling Changes: Regulation Through Information Provision</b> - Jeff Deason, UC Berkeley</li> <li>• <b>Good, Better, Best: Helping Consumers Navigate the Federal Lamp Standards</b> - Laura Moorefield, Ecos</li> <li>• <b>Leadership: An Energy Efficiency Resource</b> - Kristina Skierka, CPUC/Energy Foundation</li> </ul>
<b>1D</b>	<p><b><u>INTERNATIONAL BEHAVIORAL INSIGHTS</u></b>  <b>Moderator:</b> Karen Ehrhardt-Martinez, University of Colorado</p> <ul style="list-style-type: none"> <li>• <b>Governing the Policy-Consumer Interface: Rationality, Responsibility, &amp; Complexity</b> - Shane Fudge, University of Surrey</li> <li>• <b>Energy Efficient Retrofits: Rational or Rationalized? Why It Matters When You Ask People Why They Did What They Did</b> - Charlie Wilson, University of East Anglia</li> <li>• <b>Behavlets: A Pattern Language for Energy Efficiency in Public Buildings</b> - Jose Luiz Moutinho, Technical University of Lisbon</li> </ul>
<b>1E</b>	<p><b><u>SOCIAL NORMS</u></b>  <b>Moderator:</b> Kathy Kuntz, Wisconsin Climate Change Action Initiative</p> <ul style="list-style-type: none"> <li>• <b>Using "Social Proofing" to Reduce Energy Demand: Prospects for the Long Term</b> - Bill Provencher, Navigant Consulting</li> <li>• <b>Savings Potential of Curbing Wasteful Behavior</b> - Ogi Kavazovic, OPOWER</li> <li>• <b>How Many Economists Does it Take to Change a Light Bulb? A Natural Field Experiment on Technology Adoption</b> - David Herberich, University of Chicago</li> </ul>
<b>1F</b>	<p><b><u>MODELING &amp; METHODS</u></b>  <b>Moderator:</b> Bart Croes, California Air Resources Board</p> <ul style="list-style-type: none"> <li>• <b>Modeling Smart Energy &amp; Climate Policy: Integrating the Behavioral Difference in Economic Assessments</b> - John A. "Skip" Laitner, American Council for an Energy Efficient Economy</li> <li>• <b>Behavioral Levers for Modeling Residential Policies in NEMS: Opportunities &amp; Limitations</b> - Joy Wang, Georgia Inst. of Technology</li> <li>• <b>The Economics of MPG Illusion</b> - Hunt Allcott, MIT/NYU</li> <li>• <b>Behavioral Aspects in Simulating the Future US Building Energy Demand</b> - Michael Stadler, Lawrence Berkeley National Laboratory</li> </ul>
<b>12:15</b>	<p><b>Lunch</b></p> <p style="text-align: right;">Lunch host : </p>

<b>MONDAY AFTERNOON, November 15</b>	
<b>1:30</b>	<b>BEHAVIOR TOPICS 2: Concurrent Sessions</b>
<b>2A</b>	<b>COMMUNITY-BASED SOCIAL MARKETING</b> <b>Moderator: Wes Schultz, California State University, San Marcos</b> <ul style="list-style-type: none"> <li>• <b>A Community-Based Approach to Promoting Residential Efficiency Improvements</b> - Paul Markowitz, Vermont Energy Investment Corp.</li> <li>• <b>Impacts, Retention, &amp; Cost-Effectiveness of Social Marketing vs. Standard Outreach: Final Results</b> - David Juri Freeman, Skumatz Economic Research Associates</li> <li>• <b>Using Community-Based Social Marketing to Promote Residential Energy &amp; Green Upgrades in Alameda County: An Energy Upgrade CA Program</b> - Wendy Sommer, StopWaste.Org</li> </ul>
<b>2B</b>	<b>FUTURE THINKING FOR POLICY DESIGN</b> <b>Moderator: Anthony Eggert, California Energy Commissioner</b> <ul style="list-style-type: none"> <li>• <b>Counting Behavior Change Great &amp; Small</b> - Loren Lutzenhiser, Portland State University</li> <li>• <b>Moving from Energy Efficiency Potential to Load Forecasts: The Role of Behavior</b> - Mike Ting, Itron</li> <li>• <b>A Comprehensive Program to Rapidly Reduce U.S. Residential Carbon Emissions</b> - Jonathan Gilligan, Vanderbilt University</li> </ul>
<b>2C</b>	<b>LIGHTNING SESSION: FEEDBACK</b> <b>Moderator: Mike Weedall, Bonneville Power Administration</b> <ul style="list-style-type: none"> <li>• <b>Impact of Information, Goal Setting, Feedback &amp; Rewards on Energy Use Behaviours: A Review &amp; Meta-Regression Analysis of Field Experiments</b> - K H Tiedemann, BC Hydro</li> <li>• <b>A Randomized Control Trial to Evaluate the Value of Information</b> - Anant Sudarshan, Stanford University</li> <li>• <b>How Do Context &amp; Form of Real-Time Feedback on Resource Use Affect Consumer Response?</b> - Cynthia McPherson Frantz, Oberlin</li> <li>• <b>Behavior Change as a Function of Feedback, Competition, Attitude &amp; Emotion</b> - John E. Petersen, Oberlin College</li> <li>• <b>Real-time Metering &amp; Social Media: Changing Consumer Behavior</b> - Scott G. McNall, California State University, Chico</li> <li>• <b>Appliance-Specific Electricity Feedback: Implications for Energy Conservation Programs &amp; Policies</b> - Sébastien Houde, Stanford</li> <li>• <b>Energy Feedback Devices: Early Adopters &amp; Their Experiences</b> - Beth Karlin, UC Irvine</li> <li>• <b>Lightening the Load - Empowering Individuals to Reduce Their Electricity Consumption at Home</b> - Rebecca Ford, Oxford University</li> <li>• <b>Dorm Energy Competitions: Passing Fad or Powerful Behavior Modification Tool?</b> - Chelsea Hodge, E Source</li> </ul>
<b>2D</b>	<b>SOLAR ADOPTION</b> <b>Moderator: Omar Kahn, University of California, Berkeley</b> <ul style="list-style-type: none"> <li>• <b>Saving Energy "Efficiently" or "Renewably"</b> - Christina Torok, Itron</li> <li>• <b>A New Lease on Light: Model for Mass Solar Adoption</b> - Lyndon Rive, SolarCity</li> <li>• <b>10 Research Findings that Will Shape Your Solar Outreach</b> - Brian F. Keane, SmartPower</li> <li>• <b>Solarize Portland: Community Empowerment through Collective Purchasing</b> - Susan Jamison, Energy Trust of Oregon</li> </ul>
<b>2E</b>	<b>ACTIONABLE SEGMENTATION</b> <b>Moderator: Marian Brown, Southern California Edison Company</b> <ul style="list-style-type: none"> <li>• <b>Data, Research &amp; Analysis Reveal the Who, What &amp; How of Customers</b> - Jodi Stablein, Pacific Gas &amp; Electric &amp; Patrick Green, Targetbase</li> <li>• <b>The Waning of Climate Change Concern: Who's Waning &amp; Why?</b> - Edward Maibach, George Mason University</li> <li>• <b>Communicating Psychologically to Elicit Sustainable Climate Behavior</b> - Seth Robbins, Seth Robbins Consulting</li> <li>• <b>Overcoming Mass-Market Resistance to Green Behaviors</b> - David Sleeth-Keppler, Strategic Business Insights</li> </ul>
<b>2F</b>	<b>BRAINS, GAMES &amp; GIRL SCOUTS</b> <b>Moderator: Laurie ten Hope, California Energy Commission</b> <ul style="list-style-type: none"> <li>• <b>Sensors, Lotteries, Girl Scouts &amp; More: Innovative Approaches to Energy Programs Under ARPA-E</b> - Carrie Armel &amp; Marilyn Cornelius, Precourt Energy Efficiency Center</li> <li>• <b>Using Games &amp; Virtual Worlds to Change Energy Behavior</b> - Byron Reeves, Stanford University</li> <li>• <b>Neuroeconomics &amp; Behavior, Energy &amp; Climate Change</b> - Marsha L. Walton, NYSEDA</li> <li>• <b>Augmented Reality: Visualizing Energy Consumption Through a New Lens</b> - Matthew Crowley, Product Design, Stanford University</li> </ul>
<b>3:00</b>	<b>Afternoon Break 3:00-3:30</b> <div>Break Sponsor </div>
<b>3:30-5:00</b>	<b>PLENARY PANEL ON BEHAVIOR &amp; POLICY</b> <b>Moderator: Ralph Cavanagh, Natural Resources Defense Council</b>  <b>Karen Douglas, Chair, California Energy Commission</b> <b>Kathleen Hogan, Deputy Assistant Secretary, Energy Efficiency &amp; Renewable Energy, US Dept. of Energy</b> <b>Jeremy Kalin, MN State Representative; Chair, Coalition of Legislators for Energy Action Now</b>
<b>5:00</b>	<b>Free time (You are on your own for dinner.)</b>
<b>7:00</b>	<b>Don't Miss! 7:00 – 10:00 PM</b> <b>Participant Organized Sessions &amp; Reception</b> (check bulletin board at registration for listing & rooms)

	<b>TUESDAY MORNING: NOVEMBER 16</b>	
<b>7:30</b>	<b>Continental Breakfast &amp; Registration</b>	
<b>8:30</b>	<b>SPOTLIGHT ON BUSINESS</b> Moderator: Nicole Biggart, UC Davis, Energy Efficiency Center  Elton Sherwin, Senior Managing Director, Ridgewood Capital Michel Gelobter, Chief Green Officer, Hara Software Leo Raudys, Senior Director, Environmental Affairs, Best Buy	<b>SPOTLIGHT ON SOCIAL MARKETING CAMPAIGNS</b> Moderator: Linda Schuck, BECC Conference Chair  Brent Schulkin, Founder, Carrotmob May Boeve, Co-founder & Director for Partnerships/Policy, 350.org Ian Martinez, Borders States Director, 2008 Obama for America
<b>10:00</b>	<b>Morning Break</b>	
<b>10:30</b>	<b>BEHAVIOR TOPICS 3: Concurrent Sessions</b>	
<b>3A</b>	<b><u>SMART GRID STRATEGIES</u></b> Moderator: Jim Parks, Sacramento Municipal Utility District <ul style="list-style-type: none"> <li>Behavioral Research to Support Smart Grid Policymaking - Sarah J. Ryker, Science &amp; Technology Policy Institute</li> <li>Preparing Small Customers for the Sacramento Smart Grid - Karen Herter, Herter Energ</li> <li>Building the "Front End" of the Smart Grid - Janice Berman, Pacific Gas &amp; Electric Company</li> <li>Lessons Learned in Home Area Network Deployment - Seth Frader-Thompson, EnergyHub</li> </ul>	
<b>3B</b>	<b><u>GUILT &amp; IDENTITY</u></b> Moderator: Michael Li, Office of Electricity Delivery & Energy Reliability, US Department of Energy <ul style="list-style-type: none"> <li>Carbon Offsets Purchases: Motivated by Guilt or Conservation? - David Rapson, UC Davis</li> <li>Do Cold Prickles Induce Warm Glows: Culpability &amp; Willingness to Pay to Reduce Negative Externalities – Benjamin Ho, Cornell University</li> <li>Does "Green" Identity Influence Conservation Behavior? A Randomized Field Trial Examining Uptake of Home Energy Audits – Matthew Harding, Stanford University</li> </ul>	
<b>3C</b>	<b><u>LIGHTNING SESSION ON BUSINESSES &amp; ORGANIZATIONS</u></b> Moderator: Gene Rodrigues, Southern California Edison <ul style="list-style-type: none"> <li>Business Networking &amp; Energy Efficiency Trade Groups - Steven R. Schiller, California Energy Efficiency Industry Council</li> <li>Analysis of U.S. ESCO Public &amp; Private Sector Projects: 1990-2008 - Peter Larsen, Lawrence Berkeley National Laboratory</li> <li>Beyond the Bottom Line: A Model of Executive Decision-Making - John H. Reed, Innovologie</li> <li>A Middle-Out Approach to Agency, Capacity, &amp; Societal Change - Kathryn Janda, Oxford University</li> <li>Corporate Investment Behavior - Catherine Cooremans, HEC University of Geneva</li> <li>Look Who's Coming to Dinner: Bringing Small Business to the Energy Efficiency Table - Tracy La Haise, Energy Center of Wisconsin</li> <li>Sustainability Value Index: A Quantitative Measurement Tool - Jane E. Obbagy The Cadmus Group</li> <li>Impacting the Behavior of Building Operators: Community-Building &amp; Longitudinal Research - Stan Price, Putnam-Price Group</li> <li>Is It Time for Behavior-Based Continuous Energy Improvement? - Rich Lauman, Ecos</li> </ul>	
<b>3D</b>	<b><u>RESPONSES TO FEEDBACK</u></b> Moderator: Jennifer Robinson, Electric Power Research Institute <ul style="list-style-type: none"> <li>The Persistence of Feedback-Induced Energy Savings - Karen Ehrhardt-Martinez, University of Colorado</li> <li>Energy Conservation Through Behavioral Changes: The Effect of Tailored Information, Goal Setting &amp; Tailored Feedback on Household Energy Use - Wokje Abrahamse, University of Otago</li> <li>Quantifying Usability in Programmable Thermostats - Alan Meier, Lawrence Berkeley National Laboratory</li> <li>Moving Beyond Line Graphs: The History &amp; Future of Eco-Feedback Design - Jon Froehlich, University of Washington</li> </ul>	
<b>3E</b>	<b><u>STATE &amp; LOCAL COMMUNITIES: META-ANALYSES OF BEHAVIOR CHANGE EFFORTS</u></b> Moderator: Kip Lipper, California State Senate <ul style="list-style-type: none"> <li>A Successful National Behavior Change Platform: SEP Behavior Change Capacity Building Model - Patrick McCarthy, TecMarket Works</li> <li>Levers &amp; Drivers for Local Community Energy Action - Thomas Jensen, SAIC</li> <li>Visible &amp; Concrete Savings: Results from Leading Behavior Change Programs - Jennifer Amann, ACEEE</li> </ul>	
<b>3F</b>	<b><u>SOCIAL MEDIA &amp; NETWORKS</u></b> Moderator: Mary Pearl, Garrison Institute <ul style="list-style-type: none"> <li>Social Media Conversations &amp; Value Networks in the Green-tech Innovation Ecosystem - Martha G. Russell, Stanford University</li> <li>Social Influence Matters: How Environmental Values Develop within Social Networks - Jonn Axsen, UC Davis</li> <li>Thy Neighbors' Beer Fridge: Turning People Into Participants - Stuart Hickox, One Change</li> </ul>	

	<b>TUESDAY AFTERNOON: NOVEMBER 16</b>	
<b>12:00</b>	<b>Lunch &amp; Keynote</b>	
	<p style="text-align: center;"><b>Lunch Keynote</b>  <b>Col. Robert J. Charette, Jr.</b>  Director, Expeditionary Energy, US Marine Corps</p> <p style="text-align: right;"><i>Lunch host:</i></p> <div style="float: right; border: 1px solid black; padding: 2px;">  <b>FREEMAN, SULLIVAN &amp; CO.</b>  <small>A MEMBER OF THE EFC GROUP</small> </div>	
<b>2:00</b>	<b>BEHAVIOR TOPICS 4: Concurrent Sessions</b>	
<b>4A</b>	<p><b><u>DECISION-DRIVERS FOR BUILDING DESIGN</u></b>  Moderator: <b>Martha Brook, California Energy Commission</b></p> <ul style="list-style-type: none"> <li>• <b>Deep Decisions: Owner-Designer Communication Toward Deep Efficiency</b> - Karl Brown, California Institute for Energy &amp; Environment</li> <li>• <b>Evidence-Based Design: You Can Lead a Design Team to Performance Data, but...</b> - Cathy Higgins, New Buildings Institute</li> <li>• <b>Re-thinking Economic Design Drivers for Green Buildings &amp; Communities</b> - Sandy Mender, AIA, LEED® AP, MITHUN</li> </ul>	
<b>4B</b>	<p><b><u>EVALUATION STRATEGIES</u></b>  Moderator: <b>Valerie Richardson, KEMA</b></p> <ul style="list-style-type: none"> <li>• <b>Research Design Protocols for Studying the Impacts of Feedback on Behavior</b> - Michael Sullivan, Freeman, Sullivan &amp; Co.</li> <li>• <b>Evaluating Behavioral Energy Efficiency Impacts: Findings on Best Practices &amp; Remaining Issues from the CIEE/SERA Study</b> - Lisa A. Skumatz, Skumatz Economic Research Associates</li> <li>• <b>How Did It Go? Quantifying Utility Behavioral Program Results</b> - Ryan Firestone, Navigant Consulting</li> <li>• <b>Persistent Misperceptions: Participation Disconnect Between Energy Programs &amp; Customers</b> - Sarah Castor, Energy Trust of Oregon</li> </ul>	
<b>4C</b>	<p><b><u>LIGHTNING SESSION: PROGRAM DESIGNS &amp; RESULTS</u></b>  Moderator: <b>Ed Wisniewski, Consortium for Energy Efficiency</b></p> <ul style="list-style-type: none"> <li>• <b>Social Movements for Long-Lasting Behavior Change</b> - John Mulrow, Worldwatch Institute</li> <li>• <b>Activating Behavior: How Person-to-Person Interactions Can Supercharge Efficiency Programs</b> - Chris Granda, D&amp;R International</li> <li>• <b>Peer Comparison Feedback, Demographics, &amp; Nationwide GHG Savings Potential</b> - Matt Davis, Environmental Defense Fund</li> <li>• <b>California Green Communities</b> - Chris Peck, Southern California Edison</li> <li>• <b>Think! Energy &amp; Take Action!</b> - Elissa Richards, National Energy Foundation</li> <li>• <b>Culture Change: National Park Service's Climate Friendly Parks Program</b> - Beth Binns, ICF International</li> <li>• <b>Play It Cool with Climate Masters: A Community Climate Action Program</b> - Meredith Herr, The Resource Innovation Group</li> <li>• <b>Green Certifications as Stealth Training Tools</b> - Lisa McNeilly, UC Berkeley</li> <li>• <b>Making the Case for a Behavioral Measure</b> - Steve Hastie, Navigant Consulting</li> <li>• <b>Demystifying Technology: Lessons from Barefoot College &amp; Other Community-Based Technology Adoptions</b> - Edward Smyth, KEMA</li> </ul>	
<b>4D</b>	<p><b><u>ENGAGE 360 - TOWARDS A NEW NORM: A CALIFORNIA CASE STUDY</u></b>  Moderator: <b>Julie Rowey, Southern California Edison</b></p> <ul style="list-style-type: none"> <li>• <b>Behavior-based Segmentation</b> - Anne Dougherty, Opinion Dynamics</li> <li>• <b>Brand Strategy &amp; Identity</b> - Tom Zara, Interbrand</li> <li>• <b>Marketing &amp; Communications Strategy</b> - Hunter Marshall, Drafftcb</li> </ul>	
<b>4E</b>	<p><b><u>SMART INCENTIVES</u></b>  Moderator: <b>Annika Todd, BECC Conference Co-chair, Precourt Energy Efficiency Center</b></p> <ul style="list-style-type: none"> <li>• <b>Gone In 2 Hrs Or 3 Months: Explaining Variation In Consumer Response To The State Energy Efficient Appliance Rebate Program</b> - Steve Bickel, D&amp;R International</li> <li>• <b>It Pays to Do the Right Thing: Incentive Mechanisms for Societal Networks</b> - Balaji Prabhakar, Stanford University</li> <li>• <b>Personal Energy Efficiency Rewards (PEER) Program: A Behavioral Cocktail</b> - Andy Frank, Efficiency 2.0</li> </ul>	
<b>4F</b>	<p><b><u>BEHAVIOR CHANGE IN BUSINESS: FROM MACRO TO MICRO</u></b>  Moderator: <b>Kevin Cooney, Navigant Consulting</b></p> <ul style="list-style-type: none"> <li>• <b>Whole Industry Behavior Change: Executive Goal Setting to Reduce Energy Intensity</b> - Sharon Peterson, NW Energy Efficiency Alliance &amp; Pam Barrow, Energy Director of the Northwest Food Processors Association</li> <li>• <b>Embedding Energy Efficiency within the Fabric of an Organization: Examples of Best Practices</b> - Mike Kozalka, ICF International</li> <li>• <b>Brewing a Successful Sustainability Program</b> - Cheri Chastain, Sierra Nevada Brewing Company</li> </ul>	
<b>3:30</b>	<b>Networking/Free Time &amp; Poster Session Set-up</b>	<b>Special: BECC Film Festival with Bill LeBlanc, E-Source</b>
<b>5:00-7:30</b>	<b>POSTER PRESENTATIONS &amp; RECEPTION</b> – <i>Listing of Poster Presentations appears on following pages.</i>	



	<b>WEDNESDAY MORNING, NOVEMBER 17</b>
<b>7:30</b>	<b>Continental Breakfast &amp; Registration</b>
<b>8:30</b>	<b>BEHAVIOR TOPICS 5: Concurrent Sessions</b>
<b>5A</b>	<b>BEHAVIOR &amp; PRODUCT DESIGN</b> <b>Moderator: Danielle Sass Byrnett, Energy Efficiency &amp; Renewable Energy, US Department of Energy</b> <ul style="list-style-type: none"> <li>• Behavior as the Medium - David Merkoski, frog design</li> <li>• Re-Designing Everyday Interactions, Relationships, &amp; Practices with Energy - Eric Paulos &amp; James Pierce, Carnegie Mellon University</li> <li>• Green Machine: Info Design + Persuasion Design = Energy Behavior Change - Aaron Marcus, Aaron Marcus &amp; Associates</li> </ul>
<b>5B</b>	<b>FEDERAL GOVERNMENT</b> <b>Moderator: Jeanne Clinton, California Public Utilities Commission</b> <ul style="list-style-type: none"> <li>• Institutionalizing Federal Sector Energy-and GHG-Related Behavior Change - Amy K. Wolfe, Oak Ridge National Laboratory</li> <li>• The U.S. House of Representatives As a Model of Sustainability - Nicholas Hromalik, Green the Capitol, U.S. House of Representatives</li> <li>• Driving Demand for Retrofits: Best Practices &amp; What ARRA is Funding - Merrian Fuller, Lawrence Berkeley National Laboratory</li> <li>• Driving Greater Energy Efficiency by Engaging Youth - Melissa Klein, US EPA</li> </ul>
<b>5C</b>	<b>LIGHTNING SESSION: MARKETING &amp; COMMUNICATING</b> <b>Moderator: Sharyn Barata, Itron</b> <ul style="list-style-type: none"> <li>• Energy Advice Translates into Action - Sally Blackwell, Energy Efficiency Community Network, New Zealand</li> <li>• What Trust Has to Do With It: Six Simple Truths That Govern Results for Behavioral Change - Jan S. Moore, Direct Options</li> <li>• Making Efficiency &amp; Sustainability Fun; Or, How I Learned To Stop Worrying &amp; Love Location-Based Social Media - Jane Hummer, Navigant Consulting</li> <li>• Environmental Education, Lacking Energy - Merrilee Harrigan, Alliance to Save Energy</li> <li>• Working Together to Change Energy Use Behavior - Kira Ashby, Consortium for Energy Efficiency</li> <li>• The Little Envelope That Could: Boosting Participation in Hard-to-Reach Markets - Rachel Friesen, PECI</li> <li>• What Energy Efficiency Marketers Can Learn from Tobacco Counter Marketing - Tim Volk, Kelliher Samets Volk</li> <li>• A 2009 Green Success For APS! - Sue Berg, Arizona Public Service</li> <li>• Trials &amp; Tribulations of Smart Grid Deployment: A Case Study that Hits Home - Tim Gnatek, Blue Practice</li> <li>• ComEd SmartTools, How May I Help You? Creating a Customer Care Center that Encourages Adoption &amp; Behavior Change - David Becker, CNT Energy</li> </ul>
<b>5D</b>	<b>BEHAVIOR, POLICY &amp; RESEARCH AGENDA</b> <b>Facilitator: Rick Diamond, Lawrence Berkeley National Laboratory</b> <i>A Participant-Engaged Working Session for Policy-Makers, Program Implementers &amp; Researchers to Discuss:</i> <ul style="list-style-type: none"> <li>• What specific social science questions need to be answered to improve policies &amp; programs?</li> <li>• How can behavior/energy research be best coordinated &amp; information be shared?</li> <li>• How can we best advance a BECC R&amp;D agenda?</li> </ul>
<b>5E</b>	<b>IMPACTS OF TIME-OF-USE PRICING</b> <b>Moderator: Mark Gaines, Sempra Utilities</b> <ul style="list-style-type: none"> <li>• Participants of Time-of-Use Programs Need Specific Information to Change Behavior - Donna Whitsett, Energy Market Innovations</li> <li>• What Can Be Shifted to Off-Peak: 25 Households Provide Clues - Jane Peters, Research into Action</li> <li>• Tell Don't Sell: Co-production Messaging &amp; Education for Smart Rates - Peter Honebein, Customer Performance Group</li> <li>• Hourly Residential Energy Demand in a Real Time Pricing Program - Dan Violette, Navigant Consulting</li> </ul>
<b>5F</b>	<b>TRANSPORTATION</b> <b>Moderator: Sam Borgeson, UC Berkeley</b> <ul style="list-style-type: none"> <li>• Altruism &amp; Carbon Mitigation: Evidence from Carpool Lanes &amp; Spare the Air Days - Steven Sexton, UC Berkeley</li> <li>• Are Land-Use Changes Enough For California To Reduce CO2 Emissions From Vehicle Use? - David R. Heres-Del-Valle, Basque Centre for Climate Change</li> <li>• Heterogeneity in the Valuation of Fuel Economy in California - Kenneth Gillingham, Stanford University</li> <li>• Behavior &amp; User Analysis of Plug-in Hybrid Vehicles &amp; Fuel Cell Vehicles - Elliot W. Martin, UC Berkeley</li> <li>• The Power &amp; Value of "Green" in Promoting Sustainable Travel Behaviors - David Gaker, UC Berkeley</li> </ul>
<b>10:00</b>	<b>Morning Break</b>
<b>10:30-12:00</b>	<p style="text-align: center;"><b>CLOSING PLENARY</b></p> <p style="text-align: center;"><b><i>If I Ran the Zoo: Thoughts from Awesome BECCsters</i></b></p> <p style="text-align: center;"><i>Part reflection, part vision and part celebration, this dynamic closing session will coalesce important insights from BECC and build collaborations and commitments for the future.</i></p>

## POSTER PRESENTATIONS: TUESDAY EVENING: NOVEMBER 16, 5:00 – 7:30 PM

Odd numbered presenters will be at their posters from 5:00-6:15 PM; Even number presenters will be at their poster 6:15-7:30 PM

1. **Design of Real Time Feedback Programs: Perspective From Experimental Research** – Joana Abreu, MIT Portugal, Instituto Superior Técnico
2. **Building Intelligence Meets Human Control: A Look at red/green light window indicators** – Katie Ackerly, UC Berkeley
3. **Reducing Urban Traffic Congestion Through Human-Centered Ridesharing** – Jennifer Allen
4. **Understanding the Barriers to Home Energy Audit Participation in Utah** – Brooke Alley, PEI
5. **Using Conservation to Promote Concern About Climate Change** – Michael S. Amato, University of Wisconsin-Madison
6. **Why Isn't There Any Fun in Energy?** – David Shepherd-Gaw, Washington State University Extension Energy Program
7. **From the Trenches - Success & Failures In Improving Corporate Energy Efficient Behavior** – Mike Bailey, Ecos
8. **Human-Centered Design, Does It Apply Here?** – Mekayla Ichneumon Beaver, Gloworm
9. **The Regulation of Zero Net Energy Buildings** – Clark Bisel, WSP Flack + Kurtz
10. **General Insights vs. Specific Applications: What Does Behavioral Economic Analysis Offer to US DOE?** – David Bjornstad, Oak Ridge Ntl. Lab.
11. **Continuous Energy Improvement: Systemic Change for Persistent Energy Savings** – Sushanah Boston, NW Energy Efficiency Alliance
12. **Leveraging Behavior Research at the Department of Energy** – Joseph Bressler, US Department of Energy
13. **Policy Technical Assistance: Whole Community Approach** – Sarah Busche, National Renewable Energy Laboratory
14. **Changing Memories: The Design & Evaluation of the Fulldome Show Our Living Climate** – Martin Bush, Museum Victoria
16. **Commuter Choices & Carbon Footprints: Feasibility Study Using GPS & Accelerometry to Measure Mode of Travel** – Amanda Carrico, Vanderbilt
17. **But It Still Works! Reducing Psychological Barriers to Refrigerator Recycling** – Nicole Casta, PEI
18. **Message Frame & Threat in the Social Marketing of Sustainable Behavior of Youth** – Tania Cheng, University of Waterloo
19. **Behavior Change or Climate Change: A Student Taught High School Program** – Jenny Chute, Menlo Atherton High School
20. **Components of an Efficacious Student Taught High School Program** – Bill Thomsen, Menlo Atherton High School
21. **Global Identity & Environmental Sustainability** – Marilyn Cornelius, Stanford University
22. **Cool the Earth, Inc.'s Primary School Program: Program Efficacy** – Carleen Cullen, Cool The Earth
23. **Socially Networked Resource Monitoring to Organize a Nat'l Electricity & Water Competition on Campuses** – Andrew deCoriolis, Lucid Design
24. **Looking at the Man in the Mirror: Changing Ourselves, Our Industry** – Linda Dethman, The Cadmus Group
25. **Framework for Modifying User Behavior & Minimizing Energy Usage** – Pallavi Dharwada, Honeywell International, Inc.
26. **Using Web 2.0 Tech to Encourage Environmental Behavior** – Tawanna Dillahunt, Carnegie Mellon University
27. **Banking Actual Savings from Behavioral Change** – Jamie Drakos, The Cadmus Group, Inc.
28. **Why do NEBs & NTG Matter Especially for Behavioral & Educational Programs?** – Dana D'Souza, Skumatz Economic Research Associates
29. **Greening the Behavior of the Next Generation of Citizens** – Cathy L. Z. DuBois, Kent State University
30. **Strategy & Behavior: An Empirical Look at Frontline Sustainability Leadership** – David A. DuBois, The Social Design Group
31. **ISO 50001 Does Behavior: An Exploration of Key Success Factors** – Patsy Dugger, Ecos Consulting
32. **How Can the Code for Sustainable Homes Deliver the UK Zero Carbon Homes?** – Heba E. Elsharkawy, University of Nottingham
33. **Tapping into Office Energy Savings: Hardware, Software & Occupant Behavior** – Ellie Farahani, University of Toronto
34. **From Saving Paper to Saving Energy: Lessons from a Paper Conservation Program** – Elah Feder, University of Toronto Sustainability Office
35. **A Gold Standard for Equity in California's Cap-and-Trade Program** – James Fine, Environmental Defense Fund
36. **Overcoming Split Incentives in Office Buildings: The Utility Role** – Joanna Gubman, Navigant Consulting, Inc.
37. **Key Factors Affecting Energy Efficiency Decisions in a University Campus** – Mohammad Halimi, SUNY State University of New York
38. **Say What? Using Segmentation Research to Guide Targeted Messaging** – Rachel Hansen, PEI
39. **High Performance Refers to People Too** – Marcel Harmon, M.E. Group, Inc.
40. **Design & Social Change** – Zach Hartle, evolve environment :: architecture
41. **Disaggregating Monthly Residential Bills Into End-Uses** – Zeke Hausfather, Efficiency 2.0
42. **Compliance: How do Contractors Assess Risk in Doing Unpermitted Work? (& Why?)** – Kristin Heinemeier, WCEC



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43. **The BetterBricks Approach: Ensuring Lastingness of Behavior Change in Commercial Real Estate Companies**—Dune Ives, Milepost Consulting
44. **Cultural Indicators of Energy Saving Behaviors: A Case Study of the United States & Japan** – Yoko K. Iwaki, Columbia Business School
45. **WattDepot: Open Source Software for Energy Data Collection & Analysis** – Philip M. Johnson, University of Hawaii at Manoa
46. **Connecting the Dots: Interdisciplinarity in Behavioral Research** – Joe Kantenbacher, University of California Berkeley
47. **Using Smart Grid Data to Assess Behavior Changes after PV Installation** – Danielle Côté-Schiff Kolp, The Cadmus Group
48. **Integrating Behavior into Electric Vehicle Charging Infrastructure Needs** – Melissa Lapsa, Oak Ridge National Laboratory
49. **BC Hydro: Building a Culture of Conservation** – Vinson Lee, BC Hydro
50. **"It Takes a Village" - We Energies' Community Education Pilot** – Peter Lemoine, ICF International
51. **Impact of Behavioral & Demographic Factors on Residential NG Demand** – Olga Livingston, Pacific Northwest National Laboratory
52. **From Energy Conservation to an Integrated Assessment of Sustainability Practices: U of M Experience** – Robert W. Marans, U of Michigan
53. **Good, Bad, & Missing - The State of Design for Change** – Dave McColgin, Artefact
54. **E3= Energy Efficiency Education** – Rebecca Meyer, Connecticut Energy Efficiency Fund/CL&P
55. **Tales of Transition: A Community Movement Building a Future Without Fossil Fuels** – Asher Miller, Post Carbon Institute
56. **Building Up To Organizational Sustainability** – Christine Mondor, evolve environment::architecture
57. **Proposal of an Adaptive Model for Behavior Prediction of Urban Outdoor Thermal Comfort** – Leonardo Marques Monteiro, Univ. of Sao Paulo
58. **Motor Mouth: Stop Talking About Market Transformation and Quantify It** - Mohit Singh Chhabra, Navigant Consulting
59. **Mind the Gap: Discovering Missing Residential Energy Efficiency Messages** – Annemarie Newman, Energy Center of Wisconsin
60. **Challenges & Successes of a Certification Program & Educator Network** – Lauren K Olson, Michigan State University
61. **Cool The Earth: An Out of Classroom Primary School Behavior Program** – Sara B. Peracca, Environmental Justice Solutions
62. **Considering (In)Effectiveness of Energy Feedback Research & Design** – James Pierce, Carnegie Mellon University
63. **Operator Training: Building the Skill Sets for Energy Performance** – Stan Price, Putnam Price Group
64. **iPooling: Instant Carpooling with Strangers: Industry Update** – Steve Raney, Cities21
65. **Analyzing the Consumption Effects of a 2-Step Residential Inclining Block Rate** – Mark A. Rebman, BC Hydro
66. **Feedback: What Can Be Learned From Prospect Theory?** – Juliet Samantha Reiss, RWTH Aachen University
67. **First to Market** – Valerie Richardson, KEMA Inc.
68. **Corporate Partnerships on Energy Efficiency with Suppliers in China** – Ryan Schuchard, BSR
69. **Customer Selection for Critical Peak Pricing: Seeking Load Reductions Based on Behavior Change**—Daniel Schulte, Energy Market Innovations
70. **Energy Programs: The Potential Environmental Cost of Saving Money** – Daniel Schwartz, Carnegie Mellon University
71. **Students as a Driver for Change: Energy Saving Educational Kits** – Kate Scott, Energy Trust of Oregon
72. **Social Issue Entertainment 2.0: How Pop Culture & Behavioral Science can Motivate Change** – Debika Shome, Harmony Institute
73. **Cooling Attitudes Toward Global Warming? A Meta-Analysis of Survey Data** – Dulcey Simpkins, E Source
74. **Is This My Problem? Inspiring Individual Accountability & Pro-Environmental Behavior** – Troy Simpson, Global Green USA
75. **Institutions & the Constraints They Impose** – Brian Smith, Pacific Gas & Electric
76. **Social Media Practices & Possibilities for Sustainable Climate Solutions** – Mark Starik, George Washington University Institute for Sustainability
77. **Moving Beyond Recycling: Normalizing Energy Conservation Behavior: Study of Teach for Sustainability** – Timothy Hillman, U of CO
78. **Loss Aversion Down on the Farm** – Tom Syring, GDS Associates
79. **Non-Fungibility in Consumer Expenditures & The Rebound Effect** – Brinda A. Thomas, Carnegie Mellon University
80. **Smart Grid Surprises: When Customers Do The Opposite Of What We Expect** – Patricia Thompson, Sageview Associates
81. **Excessive Choice & the Buffering Effect of Habit on Pro-Environmental Behavior** – Kaitlin Toner, Duke University
82. **Climate Change Beliefs & Support for Nuclear Power & Other Energy Sources** – Heather Barnes Truelove, Vanderbilt University

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 Dan Ariely, Professor of Behavioral Economics, Duke University  
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 Nicole Woolsey Biggart, Professor Management & Sociology, Director, UC Davis Energy Efficiency Center  
 Kateri Callahan, President, Alliance to Save Energy  
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 Robert Cialdini, Regents' Professor of Psychology & Marketing, Arizona State University  
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