



November 15 – 18, 2009

# 2009 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

*A conference focused on understanding the behavior and decision making of individuals and organizations and on using that knowledge to accelerate our transition to an energy-efficient and low-carbon future*

## SCHEDULE AT A GLANCE

DAY 1		SUNDAY, NOVEMBER 15					
7:00-9:00 Registration 6-9 PM	KICK-OFF PROGRAM & RECEPTION (Thurgood Marshall Ballroom)						
DAY 2		MONDAY, NOVEMBER 16					
7:30-8:30	Continental Breakfast & Registration						
8:30-10:00 Registration	OPENING PLENARY: Dan Ariely, Duke University (Thurgood Marshall Ballroom)						
10:00-10:30	Morning Break						
Topic Session 1 10:30-12:00	1A Behavior & National Security (Wilson A)	1B Buildings & the Built Environment (Wilson B)	1C Civic Participation & Climate Change (Wilson C)	1D New Media Strategies (Harding)	1E Green Marketing & Energy Efficiency (Coolidge)	1F Quantifying Behavior Impacts (Hoover)	
Lunch & Speaker 12:00-2:00	Spotlight on Behavior & Policy: US Representative Brian Baird (Thurgood Marshall Ballroom)						
Topic Session 2 2:00-3:30	2A Behavior Research & Policy Agenda (Wilson A)	2B Technology Design (Wilson B)	2C Buildings & Real Estate Profession (Wilson C)	2D Social Marketing (Harding)	2E Recent Sociological Research (Coolidge)	2F Behavior & Energy Modeling (Hoover)	
3:30-4:00	Afternoon Break						
Spotlight Panels 4:00-5:30	Behavior & Federal Policy (Thurgood Marshall Ballroom North & East)		Smart Grid & Feedback (Thurgood Marshall Ballroom South & West)		Decision-Making & Consensus (Wilson A-C)		
5:30-7:30	Free Time for Dinner						
7:30-9:30	Participant Organized Sessions, Get-Togethers & Film Festival <i>(see participant list for details)</i>						
DAY 3		TUESDAY, NOVEMBER 17					
7:30-8:30	Continental Breakfast						
Spotlight Panels 8:30-10:00	Copenhagen Climate Negotiations (Thurgood Marshall Ballroom North & East)		Behavior & Utilities (Thurgood Marshall Ballroom South & West)		Behavioral Economics (Wilson A-C)		
10:00-10:30	Morning Break						
Topic Session 3 10:30-12:00	3A Translating Ideas into Policies (Wilson A)	3B Transportation (Wilson B)	3C Workplaces & Organizations (Wilson C)	3D Segmentation (Harding)	3E Empowering Home Management (Coolidge)	3F Evaluation of Behavior (Hoover)	
Lunch & Speaker 12:00-2:00	Spotlight on Social Marketing: Doug McKenzie-Mohr (Thurgood Marshall Ballroom)						
Topic Session 4 2:00-3:30	4A Local & State Strategies (Wilson A)	4B Feedback (Wilson B)	4C Universities as Test Communities (Wilson C)	4D Messaging (Harding)	4E Gap Between Attitude & Action (Coolidge)	4F Banking & Financial Models (Hoover)	
3:30-5:00	Afternoon Networking Break						
5:00-7:00	POSTER PRESENTATIONS & RECEPTION (Thurgood Marshall Ballroom)						
DAY 4		WEDNESDAY, NOVEMBER 18					
7:30-8:30	Continental Breakfast						
Topic Session 5 8:30 – 10:00	5A Policy Experiments (Wilson A)	5B Attitudes, Beliefs & Implications (Wilson B)	5C Organizational Decision-Making (Wilson C)	5D Really Cool Competitions (Harding)	5E Youth & Education (Coolidge)	5F Behavioral Economics (Hoover)	
10:00-10:30	Morning Break						
10:30-12:00	CLOSING PLENARY: Hannah Granade, McKinsey & Co. (Thurgood Marshall Ballroom)						

Convened by: American Council for an Energy-Efficient Economy, <http://aceee.org>, Precourt Energy Efficiency Center, Stanford University, <http://peec.stanford.edu>, and California Institute for Energy & Environment, University of California, <http://uc-ciee.org>

Save the date: BECC 2010, November 14 – 17, 2010. Sacramento Hyatt Hotel, Sacramento, CA. [www.BECCconference.org](http://www.BECCconference.org)