

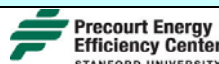


November 15 – 18, 2009
 Marriott Wardman Park, Washington, DC

2009 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

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

Day 1	SUNDAY EVENING, NOVEMBER 15
6-9 PM	Conference Registration & Speaker Check-in
7:00-9:00 PM (Thurgood Marshall Ballroom)	<p><u>BECC CONFERENCE KICK-OFF PROGRAM</u> Program & Reception</p> <p><i>The conference will start with an interactive, provocative, and fun session designed to stimulate discussion and develop new connections. Don't miss thought-provoking discussions, lively roundtables, and the opportunity to share experiences and explore new ideas.</i></p> <p>Kick-off: Linda Schuck, 2009 BECC Co-Chair; 2010 BECC Chair, California Institute for Energy & Environment</p> <p>Moderators: Ted Howes, IDEO Design & Engineering Consulting Firm</p>
Day 2	MONDAY MORNING, NOVEMBER 16
7:30-8:30	Continental Breakfast & Registration
8:30-10:00 (Thurgood Marshall Ballroom)	<p><u>BRINGING PEOPLE BACK IN: ENVISIONING A NEW FUTURE</u> Opening Plenary</p> <p>Welcome: BECC Convening Directors Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy (ACEEE) Carl Blumstein, Director, California Institute for Energy & Environment (CIEE), University of California Jim Sweeney, Director, Precourt Energy Efficiency Center (PEEC), Stanford University</p> <p>Setting the Stage: Behavior, Energy & Climate Change Karen Ehrhardt-Martinez, 2009 BECC Conference Chair, American Council for an Energy-Efficient Economy</p> <p>Opening Keynote: Energy Usage: A View From Behavioral Economics Dan Ariely, Author of <i>Predictably Irrational: The Hidden Forces That Shape Our Decisions</i>, James B. Duke Professor of Behavioral Economics, Director, Center for Advanced Hindsight, Duke University</p> <p><i>It is difficult to get people to care about the future and the possible effects and consequences of our actions, from driving while talking on the phone to depleting natural resources. Future effects are unobservable — and, after all, we will likely not be around to witness these effects. On top of that, we often perceive our efforts as a small drop in the bucket. So how do we get excited about energy savings and global warming? We tap into social implications, pride, and ego to change our motivations.</i></p>



MONDAY MORNING, NOVEMBER 16 (CONTINUED)	
10:00-10:30	Morning Break
10:30-12:00	BEHAVIOR TOPICS 1: Concurrent Sessions
<u>Topic 1A</u> 10:30-12:00 (Wilson A)	<u>BEHAVIOR & NATIONAL SECURITY</u> Moderator: Holmes Hummel, Office of Policy & International Affairs, US DOE Panel: Richard Andres, Energy & Environment Security & Policy, Institute for National Strategic Studies, National Defense University Mike Aimone, National Security Global Business, Battelle Drexel Kleber, Strategic Operations, Power Surety Task Force, Office of the Secretary, Department of Defense
<u>Topic 1B</u> 10:30-12:00 (Wilson B)	<u>BUILDINGS & THE BUILT ENVIRONMENT</u> Moderator: Jeff Harris, Alliance to Save Energy Diffusion of Practice Innovation: The Case of the LEED Green Building Rating System™ Ann Olsen, Vanderbilt University The Decision to Go Green: Individual vs. Group Influences on Our Likelihood to Build Sustainability Marcel Harmon, M.E. Group, Inc. The PG&E More than a Million Program - Abhijeet Pande, Heschong Mahone Group, Inc.
<u>Topic 1C</u> 10:30-12:00 (Wilson C)	<u>CIVIC PARTICIPATION & CLIMATE CHANGE</u> Moderator: Kevin Cooney, Summit Blue Global Warming in the First Primary State: New England Town Meetings & N.H. Voters Roger Stephenson, Clean Air Cool Planet The Transition Initiative Movement - Community Self Reliance in Response to Global Warming, Peak Oil & Economic Uncertainty - James Cole, CIEE Climate for Community: Aggregating GHG Emissions Reductions for Emerging Carbon Markets John Motsinger, Environmental Defense Fund
<u>Topic 1D</u> 10:30-12:00 (Harding)	<u>NEW MEDIA STRATEGIES</u> Moderator: Mike Messenger, Itron How Tweet It Is - Lynn Clement, Wisconsin Energy Conservation Corporations It's a Teenage Wasteland - Brian Keane, Smart Power Letsgetenergysmart.gov - Linda Silverman, US Department of Energy CoolCalifornia.org - Annalisa Schilla, CA Air Resources Board
<u>Topic 1E</u> 10:30-12:00 (Coolidge)	<u>GREEN MARKETING & ENERGY EFFICIENCY: DRIVERS OF EFFICIENCY PRODUCTS & CONSERVATION PRACTICES</u> Moderator: Scot Davidson, Northwest Energy Efficiency Alliance The Apathy Gap: Consumer Misperceptions about Energy - Lee Ann Head, Shelton Group The Latest LOHAS Consumer Trends in Energy Efficiency Gwynne Rogers, Lifestyles of Health & Sustainability (LOHAS) Survey, Natural Marketing Institute
<u>Topic 1F</u> 10:30-12:00 (Hoover)	<u>QUANTIFYING BEHAVIOR IMPACTS</u> Moderator: Paul Stern, National Research Council Examining the Scale of the Behavior Energy Efficiency Continuum - Karen Ehrhardt-Martinez, ACEEE Consumption-based Carbon Footprint Accounting Tools - Chris Jones, UC Berkeley A Bottom-up Statistical Regression Model of Residential Energy Consumption at a Zip Code Level Zeke Hausfather, Energy Science for Efficiency 2.0
12:00	Lunch & Plenary Talk
Lunch Speaker (Thurgood Marshall Ballroom)	<p style="text-align: center;">Spotlight on Behavior & Policy</p> <p style="text-align: center;"><i>“Opportunities & Constraints for Behavior-Based Strategies”</i></p> <p style="text-align: center;">US Representative Brian Baird (WA) Chairman, Subcommittee on Energy & Environment</p>

MONDAY AFTERNOON, NOVEMBER 16			
2:00-3:30 BEHAVIOR TOPICS 2: Concurrent Sessions			
BEHAVIOR RESEARCH & POLICY AGENDA Moderator: Jerry Dion, Office of Energy Efficiency & Renewable Energy, US DOE			
Topic 2A 2:00-3:30 (Wilson A)	What Do We Know About Behavior & Energy? - Ed Vine, California Institute for Energy & Environment Setting a Research Agenda for Behavior, Energy & Climate Change - Rick Diamond, LBNL		
TECHNOLOGY DESIGN Moderator: Alan Meier, Energy Efficiency Center, UC Davis			
Topic 2B 2:00-3:30 (Wilson B)	Keith Halper, Kuma Games Tai Stillwater, UC Davis Tom Sanquist, Pacific Northwest National Laboratory		
BUILDINGS & REAL ESTATE PROFESSIONALS Moderator: Karl Brown, California Institute for Energy & Environment, University of California			
Topic 2C 2:00-3:30 (Wilson C)	Green Splotches: Explaining Uneven Development of Green Spaces & Places - Rachael Shwom, Rutgers Commercial/Industrial Building Retrofits - Factors that Shape the Realization of Energy Goals - Amy Wolfe, ORNL Home-owners Decision-Making Process When Building a New House – A Matter of Practical, Symbolic, & Material Conditions - Jenny Palm, Linköping University		
SOCIAL MARKETING Moderator: P. Wesley Schultz, California State University, San Marcos			
Topic 2D 2:00-3:30 (Harding)	Social Marketing - William A. Smith, Academy for Educational Development Social Marketing Theory Applied - Arien Korteland, BC Hydro Results from the SMUD/Positive Energy Bill Comparison Experiment - Bruce Cenicerros, SMUD		
RECENT SOCIOLOGICAL RESEARCH & INSIGHTS FOR REDUCING ENERGY USE Moderator: Elizabeth L Malone, Joint Global Change Research Institute, PNNL			
Topic 2E 2:00-3:30 (Coolidge)	The Social Organization of Energy Research: A Review of Recent Initiatives - Kathryn Janda, Oxford University Comparing Attitudes and Practices across Communities – Pamela Jull, Applied Research Northwest Insights from Green Communities - Laura Mamo, University of Maryland		
BEHAVIOR & ENERGY MODELING Moderator: Priya Sreedharan, US EPA			
Topic 2F 2:00-3:30 (Hoover)	How Do Energy Models Represent Energy Efficiency? Examination of U.S. Gov't's Energy Model, NEMS Danny Cullenward, Stanford University Modeling Electric Vehicle Purchasing Behavior & Strategic Implications - Patricia Thompson, Sageview Associates Energy Efficient Technologies in the US Buildings Sector & Benefits for Carbon Dioxide Reduction: An Analysis Using the MARKAL Model - Carol Shay Lenox, USEPA		
3:30-4:00 Afternoon Break			
SPOTLIGHT SESSIONS	(Marshall Ballroom North & East)	(Marshall Ballroom South & West)	(Wilson A – C)
	4:00-5:30 Behavior & Federal Policy Moderator: Michael Vandenberg Vanderbilt Law School & Harvard (visiting) Holmes Hummel, US DOE Policy & International Affairs Maria Tikoff Vargas, US EPA ENERGY STAR Dan Beard, Congress CAO, US House of Representatives Claire Broido Johnson, US DOE Energy Efficiency & Renewable Energy <i>This panel will explore the role of the social and behavioral sciences in federal energy and climate policy development.</i>	4:00-5:30 Smart Grid & Feedback Moderator: Steven Kline, Pacific Gas & Electric Carrie Armel, Stanford Precourt Energy Efficiency Center Omar Khan, Google.org Google's PowerMeter Program Gregory Abowd, Georgia Tech School of Interactive Computing Matthew Trevithick, Venrock <i>This session envisions how to leverage sensor data – smart meter and home area network data – with behavioral techniques & information technologies to reduce and shift energy use.</i>	4:00-5:30 Decision-Making & Consensus Building Moderator: Skip Laitner, ACEEE Jonathan Raab Raab Associates Elke Weber Columbia University Center for Research on Environmental Decisions <i>The speakers will discuss current thinking in decision-making and consensus building research, their application to energy and environmental policy, and their implications for accelerating energy savings and GHG reductions.</i>
5:30-on	Free time (You are on your own for dinner) 7:30-9:30 pm Participant Organized Sessions (Check BECC Desk for details)		

Day 3	TUESDAY MORNING, NOVEMBER 17		
<p>8:30-10:00</p> <p>SPOTLIGHT SESSIONS</p>	<p>(Marshall Ballroom North & East)</p> <p>Copenhagen Negotiations Moderator: Cymie Payne Boalt School of Law, UC Berkeley</p> <p>David Doniger, Natural Resources Defense Council</p> <p>Sherri Goodman Office of General Counsel, CNA Corporation</p> <p>Rick Duke Policy & International Affairs, US DOE</p>	<p>(Marshall Ballroom South & West)</p> <p>Behavior & Utilities Moderator: Ed Wisniewski, Consortium for Energy Efficiency</p> <p><i>"Unleashing the Energy Efficiency Potential of Behavior-Based Approaches"</i></p> <p>Rebecca Craft Con Edison</p> <p>Gene Rodrigues, Southern California Edison Company</p> <p>Mike Weedall, Bonneville Power Administration</p>	<p>(Wilson A – C)</p> <p>Behavioral Economics Moderator: Jim Sweeney, Stanford, Precourt Energy Efficiency Center</p> <p><i>"Applying Behavioral Economic Findings to Address Climate Change"</i></p> <p>George Loewenstein Social and Decision Sciences, Carnegie Mellon University</p> <p>Introduction: Jason Bordoff Council on Environmental Quality, Executive Office of the President</p>
10:00-10:30	Morning Break		
11:00-12:30	BEHAVIOR TOPICS 3: Concurrent Sessions		
<p><u>Topic 3A</u> 10:30-12:00 (Wilson A)</p>	<p><u>TRANSLATING IDEAS INTO POLICIES PANEL</u> Moderator: Loren Lutzenhiser, Portland State University</p> <p>Panel: Katrina Lassiter, Office of Representative Baird, US House of Representatives Kevin Hurst, Office of Science & Technology Policy, White House David Hungerford, Office of Commissioner Rosenfeld, California Energy Commission</p>		
<p><u>Topic 3B</u> 10:30-12:00 (Wilson B)</p>	<p><u>TRANSPORTATION</u> Moderator: Lee Schipper, Precourt Energy Efficiency Center, Stanford University</p> <p>Behavior, Driving & CO₂: Where Reform of Transport Policy & Finance Could Take Us & What it Means to the Person Behind the Wheel - Joshua Schank, Transportation Research, Bipartisan Policy Center Tolling & Pricing Program Management - Patrick DeCorla-Souza, Federal Highway Administration, US DOT Congestion Pricing & Driving Behavior – Joanne Potter, Cambridge Systematics Achieving VMT Reductions - Chuck Kooshian, Center for Clean Air Policy Pay as You Drive Insurance - Allen Greenberg, Federal Highway Administration</p>		
<p><u>Topic 3C</u> 10:30-12:00 (Wilson C)</p>	<p><u>WORKPLACES & ORGANIZATIONS</u> Moderator: Wendy Jaehn, Midwest Energy Efficiency Alliance</p> <p>Whose Job is it Anyway? Energy Managers Make Efficiency "Business as Usual" - Paul Seo BC Hydro Creating Cultural Change from the Bottom Up, & Then Back Down - Brad Simcox, Puget Sound Energy ENERGY STAR in Workplaces & Organizations - Maura Beard, ENERGY STAR, US EPA</p>		
<p><u>Topic 3D</u> 10:30-12:00 (Harding)</p>	<p><u>SEGMENTATION</u> Moderator: Maria Tikoff Vargas, ENERGY STAR, US EPA</p> <p>Global Warming's Six Americas - Edward Maibach, George Mason University Welcome Home: Using Ethnographic Research to Understand Residential Energy Practices Jennifer Mitchell-Jackson, Opinion Dynamics Corporation Challenges & Rewards of Comparing Seven West Coast Segmentation Studies - Linda Dethman, Dethman & Assoc.</p>		
<p><u>Topic 3E</u> 10:30-12:00 (Coolidge)</p>	<p><u>EMPOWERING HOME MANAGEMENT</u> Moderator: Bill LeBlanc, E-Source</p> <p>SmartGridCityTM Project: Community Context & Household Perceptions - Barbara Farhar, University of Colorado Habits, Adjustments, or Acquisitions: What Behaviors Will Minnesotans Change to Stay Above Average? Scott Pigg, Energy Center of Wisconsin Norms, Networks & Negawatts: Conspicuity in a Carbon Constrained Future - Hal Knowles, University of Florida</p>		
<p><u>Topic 3F</u> 10:30-12:00 (Hoover)</p>	<p><u>EVALUATION OF BEHAVIOR</u> Moderator: Jane Peters, Research into Action</p> <p>A Behavior-Oriented Model of the Demand for Heating Energy to Explore the Energy Efficiency Gap Louis-Gaetan Giraudet, CIRED Integrating Psychology & Energy in Social Marketing Evaluation - Leah Stokes, University of Toronto Measuring Changes in Energy Behaviors: Free Riders, Confounders & Design for Evaluation Hunt Allcott, New York University & Massachusetts Institute of Technology</p>		

TUESDAY AFTERNOON, NOVEMBER 17	
12:00-2:00	Lunch & Plenary Talk
Lunch Speaker (Thurgood Marshall Ballroom)	<p>Spotlight on Social Marketing <i>"Fostering Sustainable Behavior"</i></p> <p>Doug McKenzie-Mohr Founder of Community-Based Social Marketing, Author of <i>Fostering Sustainable Behavior</i></p>
2:00-3:30	BEHAVIOR TOPICS 4: Concurrent Sessions
<u>Topic 4A</u> 2:00-3:30 (Wilson A)	<p><u>LOCAL & STATE STRATEGIES</u> Moderator: Kate Robertson, Environmental Defense Fund</p> <p>Opportunities for Leveraging the Capacity of Local Government to Advance Energy Efficiency Thomas Jensen, Science Applications International Corporation Advancing Efficiency in Challenging Environments - Andrea Denny, State & Local Branch, US EPA Ivan Urlaub, North Carolina Sustainable Energy Association Community Based Emerging Strategies - Catherine Squire, Pacific Gas & Electric</p>
<u>Topic 4B</u> 2:00-3:30 (Wilson B)	<p><u>FEEDBACK</u> Moderator: Alex Laskey, OPOWER</p> <p>EM&V Standards for Feedback Programs: Quantifying Consumer Behavior Change - Jennifer Robinson, EPRI Accurate & Easy-to-Deploy In-Home Energy Sensing - Jon Froehlich, University of Washington More than an Energy Monitor: GroundedPower's Approach to Creating Behavioral Change Paul Cole, GroundedPower, Inc. & Kevin Galligan, Cape Light Compact Energy Efficiency Programs</p>
<u>Topic 4C</u> 2:00-3:30 (Wilson C)	<p><u>UNIVERSITIES AS TEST COMMUNITIES</u> Moderator: David Blockstein, Council on Energy Research & Education Leaders (CEREL)</p> <p>Employing Multiple Modes & Scales of Real-time Feedback to Engage, Educate, Motivate & Empower Electricity & Water Conservation - John Petersen, Oberlin College Deliberative Democracy to Create a Climate for Change - Vanessa Schweizer, Carnegie Mellon University Changing Culture & Behavior to Achieve Climate Neutrality on Campus Dann Sklarew, George Mason University</p>
<u>Topic 4D</u> 2:00-3:30 (Harding)	<p><u>MESSAGING</u> Moderator: Marsha Walton, NYSERDA</p> <p>Irish Energy-Use Behaviour Intervention Initiatives for Mass Media Communication Kirk Shanks, Dublin Institute of Technology Climate Crossroads - Cara Pike, Social Capital Project Doing More Without Much More: Getting the Biggest Bang from Outreach David Juri Freeman, Skumatz Economic Research</p>
<u>Topic 4E</u> 2:00-3:30 (Coolidge)	<p><u>THE GAP BETWEEN ATTITUDES & ACTION</u> Moderator: Stephanie Shipp, Science & Technology Policy Institute</p> <p>Societal Attitudes & Beliefs That Endanger Our Response to Global Warming - Seth Robbins, MD, MPH Overcoming Barriers to Purchasing Green Electricity - Dorian Litvine, CREDEN Choosing Between Efficiency & Curtailment Predictors of Emissions Reduction Strategies Connie Roser-Renouf, Center for Climate Change Communication, George Mason University</p>
<u>Topic 4F</u> 2:00-3:30 (Hoover)	<p><u>BANKING & FINANCIAL MODELS PANEL</u> Moderator: Gil Sperling, Energy Efficiency & Renewable Energy, US DOE</p> <p>Shorebank: Triple Bottom Line - Joel Freehling, Shorebank Corporation Living Cities - Stockton Williams, Green Economy Initiatives, Living Cities Energy Loans - Peter Krajsa, AFC First Financial</p>
3:30-5:00	Networking & Free Time: Poster Session Set-up
5:00-7:00 (Ballroom)	POSTER SESSION & RECEPTION

Day 4	WEDNESDAY MORNING, NOVEMBER 18
7:30-8:30AM	Continental Breakfast & Registration
8:30-10:00	BEHAVIOR TOPICS 5: Concurrent Sessions
Topic 5A 8:30-10:00 (Wilson A)	<p><u>POLICY EXPERIMENTS</u> Moderator: Suzanne Watson, Policy Director, ACEEE</p> <p>Transitioning the Mass Market to Critical Peak Pricing Rates through Policy Directive Valerie Richardson, KEMA</p> <p>Energy Efficiency Markets: Fueling Innovation Through Behavioral Strategies Bryan Garcia, Center for Business & the Environment, Yale University</p> <p>Framing matters? The Impact of Policy Context on Willingness to Change Energy Consumption Behaviour Yael Parag, Environmental Change Institute, Oxford University, UK</p>
Topic 5B 8:30-10:00 (Wilson B)	<p><u>ATTITUDES, BELIEFS & THEIR IMPLICATIONS</u> Moderator: Carol Werner, Environment & Energy Study Institute</p> <p>Global Survey of Climate Change Attitudes & Behaviors Anthony Leiserowitz, Project on Climate Change, Yale at the School of Forestry & Environmental Studies</p> <p>Electricity Conservation in Context - Sally Blackwell, Victoria University of Wellington</p> <p>Why Changing Attitudes Matter (More Than Changing Behavior) - Martin Bunzl, Rutgers University</p>
Topic 5C 8:30-10:00 (Wilson C)	<p><u>ORGANIZATIONAL DECISION-MAKING</u> Moderator: Monica Nevius, Consortium for Energy Efficiency</p> <p>Big Little Things: New Research in Business & Consumer Electronics - Marti Frank, Research into Action</p> <p>Commercial Sector Behavioural Savings: Conditions, Capacity & Commitment - Ken Tiedemann, BC Hydro</p> <p>Marketing Energy Efficiency to Businesses: Applying the Lessons of Social Science Research to Maximize Your Impact - J. Mike Walker, Beacon Consultants Network Inc.</p>
Topic 5D 8:30-10:00 (Harding)	<p><u>REALLY COOL COMPETITIONS</u> Moderator: Ed Maibach, George Mason University</p> <p>Home Energy Makeover Contests - Motivating Homeowners to Make "Whole House" Energy Improvements Ed Thomas, UtilityExchange.org</p> <p>Cool School Challenge: Student Action to Reduce Greenhouse Gas Emissions & Save \$\$ Rhonda Hunter, Washington State Department of Ecology</p> <p>Energy Smackdown Competition: Community-Based Social Marketing in Action Donald Kelley, Energy Smackdown</p>
Topic 5E 8:30-10:00 (Coolidge)	<p><u>YOUTH & EDUCATION</u> Moderator: Jennifer Lynes, University of Waterloo</p> <p>The Energy Literacy Assessment Project - Jan DeWaters, Clarkson University</p> <p>Reducing Energy Use in the Residential Sector: A Behavior Change Curriculum for High School Marilyn Cornelius, Stanford University</p> <p>Getting the "Green" Message across to K-12 & College Students Lisa Skumatz, Skumatz Economic Research Associates Inc.</p>
Topic 5F 8:30-10:00 (Hoover)	<p><u>BEHAVIORAL ECONOMICS</u> Moderator: Alan Sanstad, Lawrence Berkeley Laboratory</p> <p>Dallas Burtraw, Resources for the Future</p> <p>Todd Rogers, Analysis Institute</p> <p>Hunt Allcott, NYU & MIT</p>
10:00-10:30	Morning Break
10:30-12:00 (Thurgood Marshall Ballroom)	<p><u>BREAKING DOWN BARRIERS TO ENERGY-EFFICIENT BEHAVIORS</u> Closing Plenary</p> <p>Hannah Choi Granade, Principal, McKinsey & Company</p> <p><i>The lead author of the recent McKinsey report on "Unlocking Energy Efficiency in the U.S. Economy" will discuss the importance of behavioral approaches for maximizing and accelerating energy and carbon savings in the United States economy.</i></p>

ACKNOWLEDGEMENTS

Convening Directors

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