

*Near-Term Bridge and Barriers*  
Ken Ostrowski, McKinsey & Company  
*Comments*

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# Transition:

## barriers to action and analysis

- Focus in discussions of barriers to energy efficiency is often on technology and on the behavior of end users
- Other actors are also critical:
  - Politicians / legislators
  - Policy makers/ regulators/program managers
  - Financial institutions
  - Generators of knowledge (scientists, economists) and knowledge intermediaries (trade associations, newspapers)
- Each is key to action: Need buy-in across the board to basic ideas and to analyses that are done (including mitigation cost analyses)
- Each group has has different motivations and faces different barriers: Speaking the language and addressing the priorities of each group of important actors

# Mainstreaming energy efficiency

- Academic and government-funded analyses: Credible case in the language of economists otherwise will never change the models
  - Transparent modeling and arguments
  - Assumptions that can be incorporated into economic models
- Politicians and to some extent policy makers:
  - Simple to explain
  - Politically feasible
  - Economically beneficial
  - Popular
- Financial institutions
  - Understandable, familiar technologies
  - Risk, payoff
- *Presenting the types of information that they are comfortable with and can use, using language they are familiar with*

# Speaking in tongues

- Speaking in language that strikes a chord and communicates with each group and imparts the intended—not an unintended meaning--clearly
- Susan Joy Hassol: lead author of synthesis of climate change documents
- “Improving How Scientists Communicate About Climate Change”
  - EOS, Vol. 89, No. 11, 11 March 2008
- Need a similar awareness and vetting of terminology for energy efficiency

# Take away

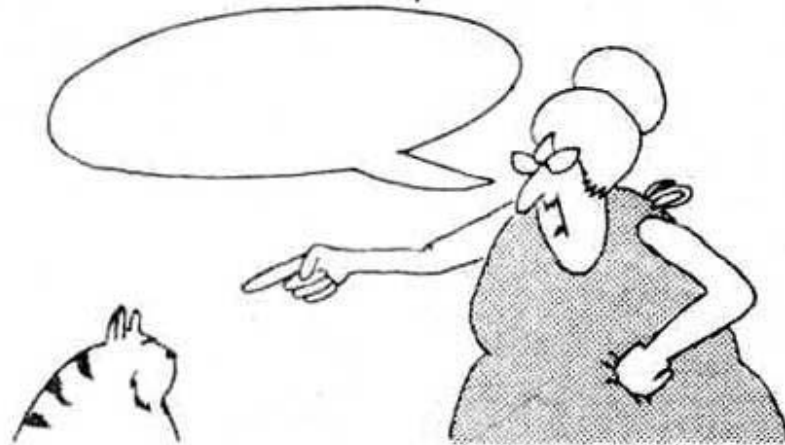
- Barriers—extend beyond end users to other critical pieces of action AND analysis
- Encouraging actions requires speaking the language and recognizing the priorities of each of these critical actors
- Communication in appropriate words is a critical piece of changing perceptions, analysis, and actions

**THE FAR SIDE / GARY LARSON**

What we say to cats... 12-14



What they hear



Larson

Chronicle Features, 1983

12-14