

Wednesday, August 15, 2012

ACEEE Summer Study at Asilomar, California

Understanding Consumer Behavior for Better Building Performance



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This week at Asilomar marks my one-year anniversary with ACEEE, and what a busy year it has been! In terms of buildings, the Behavior Program at ACEEE has worked on several projects with more slated to come in 2013. Working on our own, or in collaboration with other institutions and individuals, we have paid a lot of attention to HVAC systems and climate control applications, through serving as a member of the technical advisory board to UC Davis's Western Cooling Efficiency Center; managing the Round Robin Usability test process for EPA's latest climate control product specification; and making HVAC systems (both residential and

commercial) a core focus of our Deep South Ethnographic project (a project inquiring into attitudes about various energy efficiency issues in six Southern states). In all of these, the behavioral emphasis is upon making systems and their controls adaptable, climate-appropriate, and easier to use. (On Tuesday we held an informal session on Thermostats and Usability with Fraunhofer and UCD). These concerns reflect some of the major points we have communicated this past year: that energy efficiency programs relying upon behavior change have to meet consumers of energy where they are—culturally, economically, and regionally—in order to reap the greatest benefits.

Another area of emphasis for us this year has been in the arena of plug loads, both at home and in the office. For commercial occupancy, we have explored what we refer to as the "intersection between technical and behavioral solutions" in such papers as Greening Work Styles: An Analysis of Energy Behavior Programs in the Workplace by Shui Bin. I prefer the

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Watch Japan and Expect a Great Deal

What's happening in Japan? Quite a lot according to last night's plenary speaker, Andrew DeWit, Professor in the School of Policy Studies at Rikkyo University. Professor DeWit described nothing less than a battle taking place upon the ruins of the Fukushima power plants, between sustainability and crushing debt; same-old same-old, and the new green economy.

DeWit described the "Hashimoto Phenomenon". Hashimoto is an Osaka-based politician "with more votes than Michael Bloomberg has money," and is using his influence on the side of green energy, against the old guard that includes the former owners of Tokyo Electric Power (the utility has been nationalized) and the Liberal Democratic Party (LDP). The LDP, in an effort to maintain the status quo, is proposing a Yen 200-trillion, ten year public works project that will direct the nations financial resources to build roads and bridges and to the connected construction companies.

What's new is what DeWit described as "Twitter-populism". Average people have become enraged at the lies and lack of accountability shown by TEPCO in the wake of the earthquake and tsunami in March 2011 (known as the Tohoku tsunami and earthquake) that nearly destroyed four nuclear power plants and spread radiation tens of miles into the interior of Japan. The majority of the population in Japan wants every nuclear plant shut down and supports the growth of renewable energy. They are supported by strong incentives such as feed in tariffs (FIT) that support renewables. And the Japanese economy, heavily in debt, makes



Andrew DeWit,
Professor in the School of Policy Studies at Rikkyo University

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Consumer Behavior continued

term “intersection” to “continuum”, because I believe that conceptualizing the fields we have to work in where the two axes meet makes it easier for people to see that the appropriate solution for any particular problem is determined by a confluence of factors. Sometimes a purely technological solution is best (like occupancy sensors and empty rooms) while other situations call for a more nuanced mix of technology and behavior (providing feedback through displays). In our “Tamagotchi” project, as I will discuss this morning, we are attempting to push this paradigm a little further by creating environments which can “nudge” behavior in commercial office space towards more energy-efficient decision making.

Finally, we have looked at residential energy consumption through several lenses this year, including feedback media (devices, bills); home energy retrofits; and our latest push into

developing behavioral programs for multi-family housing at both ends of the income spectrum. Our work on feedback, both in the papers Ben Foster authored and in the forthcoming Deep South project, shows that there is still a great deal of room for improvement with respect to the ways in which utilities engage consumers with programs, communication, and incentives. We have also been pursuing a project in collaboration with the OneChange Foundation regarding the feasibility of using community-based social marketing methods to boost participant rates in home energy retrofit programs while simultaneously reducing costs. On Monday we held an informal session on this topic. A common thread for all of these efforts is the understanding that well-crafted behavior-based programs can deliver significant savings quite cost effectively.

DeWit continued

the same-old, same-old absolutely unsustainable. It’s not just the loss of the Fukushima power plants that has caused the debt. It has more to do with corruption in government and policies that have heavily favored the leaders of industry and not the economy as a whole.

Whether Japan will go green over the next two years will be

determined this summer and fall. Energy is a core issue in Japan politics and policy making and it is bringing about social and political changes at lightning speed.

Stay tuned. Japan may be the first of many nations to make the hard choices to move to a sustainable green economy or sink under the weight of inertia and vested interests.

ANNOUNCEMENTS

Job Opportunity

The Southwest Energy Efficiency Project (SWEET) is seeking a Nevada representative to conduct energy efficiency advisory and advocacy work based in the Reno-Carson City area. See www.swenergy.org or contact Howard Geller at the Summer Study.

Additional job opportunities from Center for Energy and Environment, Hescong-Mahone Group, PEI as well as other position descriptions are posted on the board at Surf and Sand.

Calling All Latham Scholars

We missed three of our eleven Linda Latham Scholars in the Tuesday photo shoot. Meet at the Surf & Sand Room at 4 pm Thursday for a group photo of all eleven winners. E-mail Glee Murray with questions for more info: gmurray@aceee.org.

ACEEE Summer Study proceedings for 2012 are now available online at <http://www.aceee.org/files/proceedings/2012/start.htm> and for prior years at <http://www.aceee.org/proceedings>

Beach Soccer

Meet 4:30 Wednesday at the beach!

The Energy Center of Wisconsin invites you to come play ultimate frisbee on the beach @ 1:30pm on Wednesday. Bring a light and a dark t-shirt if you can. Contact Andy at amendyk@ecw.org with questions.

Get together for an impromptu gathering to celebrate the Independence Day of India in front of the “Open Sea” exhibit at the Monterey Aquarium at 7.30 pm on Wednesday August 15.

-Prasad Vaidya (The Weidt Group)

The Behavior, Energy and Climate Change (BECC)

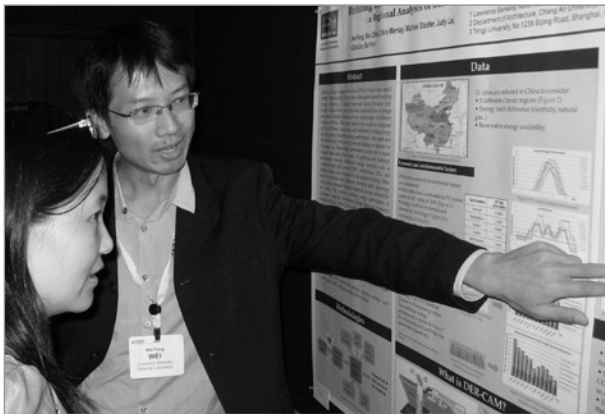
Conference 2012 - now in its sixth year - is the premier event focused on understanding individual and organizational behavior and decision-making in the realms of energy usage, greenhouse gas emissions, climate change and sustainability. Ultimately, we seek to answer the question. How can we most effectively encourage low-carbon behavior? “Early Bird Fee” Closes on August 15—just hours away now! November 12-14, 2012, Sacramento, California.

SOCIAL EVENT – Monterey Bay Aquarium

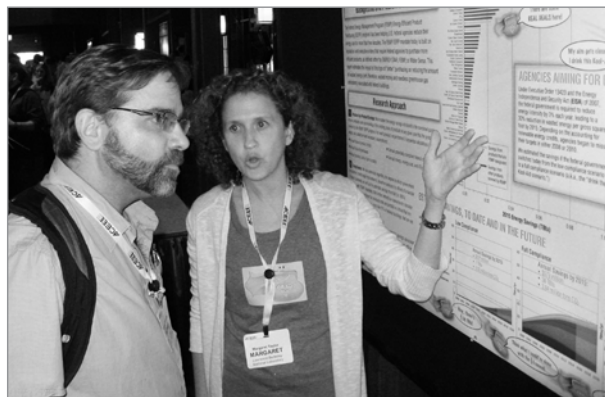


A dessert reception will be held at the Monterey Bay Aquarium for all Summer Study participants and their guests. Each (full week) participant’s ticket is included in their registration fee. If you would like to purchase additional tickets, you may do so in the Summer Study office in Surf and Sand until 11:00 am today. Transportation to the Aquarium will be provided beginning at 7:00 pm from the flag pole area next to the Hearst Social Hall.

TUESDAY POSTER SESSIONS



ACEEE



More than 30 posters were on display in a crowded Merrill Hall yesterday afternoon. Aided by some refreshments, it was a fine environment for discussion of possible solutions to our energy challenges. Thanks to all the presenters and panel leaders Bahman Habibzadeh, U.S. Dept. of Energy and LaTonya Jordan, Oak Ridge National Laboratory. A special thanks to the Asilomar staff for their hospitality.



“Architecture is a visual art, and the buildings speak for themselves.”

Julia Morgan, the original YWCA architect for Asilomar

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Get updates and connect with other Summer Study attendees on Twitter at <http://bit.ly/RbTk0a>. Or sign into Twitter and search on hashtag #SummerStudy.

ACEEE Presents 2012 Energy Efficiency in Buildings Awards

Pacific Grove, California (August 15, 2012): The American Council for an Energy-Efficient Economy (ACEEE) presented four Champion of Energy Efficiency Awards last night at its 17th biennial Summer Study on Energy Efficiency in Buildings. The awards recognize leadership and accomplishment in the energy efficiency field. Winners are selected based on demonstrated excellence in program implementation, research and development, energy policy, or private sector initiatives. The winners for 2012 are:

- Senator Jeff Bingaman (D-NM) and U.S. Senate Committee on Energy and Natural Resources staff Deborah Estes and Allen Stayman for shepherding important energy efficiency legislation through Congress including the Energy Policy Act of 2005 and the Energy Independence and Security Act of 2007.
- Eng Lock Lee, of Trane Singapore, for world-leading HVAC design and engineering that shows the rest of the world how much energy can be saved through good engineering, innovative design, and attention to details.
- Jeff Harris, Northwest Energy Efficiency Alliance, for his pioneering efforts to advance energy efficiency through market transformation, emerging technologies, regional energy efficiency programs, and upgrades to codes and standards.
- The California Energy Commission Building Codes and Standards Program and the California Utilities' Statewide Codes and Standards Team for, in the Energy

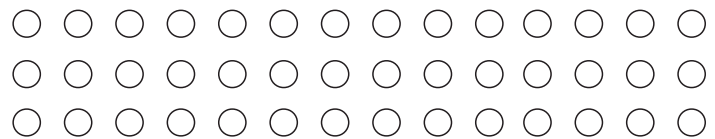


(far left) Peter Rumsey, who accepted the award for Eng Lock Lee; (second, third, fourth, and sixth from the left) representatives accepting the award for the California Utilities; (fifth from left) Jeff Harris; (far right) Deborah Estes.

Commission's case, more than 40 years of successful efforts to develop improved energy efficiency codes and standards that drive large energy savings in California for businesses and homeowners, and for the California utilities' (Pacific Gas & Electric, Sempra Utilities, and Southern California Edison) valuable assistance in advancing energy efficiency codes and standards in California and helping spur actions in the rest of the United States.

The winners were nominated by their peers and selected by a committee of ACEEE's Board of Directors from an impressive group of over 120 nominations. Selection criteria were based on each nominee's impact, innovation, and leadership in the energy efficiency field.

As Asilomar moves into the digital age with more widespread WiFi coverage, *Grapevine* staff would like to poll our readers about how you access Summer Study program information. Would you prefer to have a digital edition of *The Grapevine* in addition to, or instead of, the print edition? Do you use your SmartPhone, tablet or laptop at other conferences to access session information and send or receive real-time updates about meeting room assignments and other breaking news? If so, tell us which online meeting resources or features you liked best. Enter your survey responses online at <http://conta.cc/QAFduO> or contact Tom White, *Grapevine* Managing Editor, at twhite@homeenergy.org.



the grapevine

is published by Home Energy Magazine

www.homeenergy.org

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