PANEL 8 - Capturing Savings through Behavior
PANEL LEADERS: **Tianzhen Hong**, *Lawrence Berkeley National Laboratory* and **David Lehrer**, *Center for the Built Environment*

SESSION TOPICS: The behavioral components of clean energy solutions and programs targeting energy, water, waste and/or renewable energy at the scale of individual buildings or communities; the use of behavioral strategies to drive EE, demand reduction and installed-measure programs; novel applications of behavioral science; and behavioral strategies that have proven to be cost-effective and scalable. Innovative and creative solutions to pro-environmental behavior, for example: energy visualization, social media, smart building solutions, gamification, compelling product design, mobile applications, publicity campaigns, and the use of data analytics to model and understand impacts of behavior on energy use in buildings.