## SUNDAY: NOVEMBER 14

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 11 – 6 PM  | **PRECONFERENCE WORKSHOP – Fostering Sustainable Behavior**  
Presented by Doug McKenzie-Mohr, Founder of Community Based Social Marketing |
| 6:00       | **BECC CONFERENCE KICK-OFF PROGRAM**  
Program & Dessert Reception |
| 7:00-9:00 PM | The conference starts with an interactive, provocative, and fun session designed to stimulate discussion and develop new connections. Don’t miss the thought-provoking discussions, lively roundtables, wine and yummy desserts, and the opportunity to share experiences and explore new ideas. This kick-off evening is always a conference favorite! |

## MONDAY MORNING: NOVEMBER 15

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30-8:30</td>
<td>Continental Breakfast &amp; Registration</td>
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| 8:30-10:00 | **BEHAVIOR, ENERGY & CLIMATE CHANGE**  
Opening Plenary |
|            | Welcome:  
Setting the Stage: Behavior, Energy & Climate Change          |
|            | Opening Keynote:  
Dr. Robert Cialdini, Professor of Psychology and Marketing, Arizona State University |
<p>| 10-10:30   | Morning Break                                                           |</p>
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title, Moderator, Organization</th>
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<tbody>
<tr>
<td>10:30</td>
<td>BEHAVIOR TOPICS 1: Concurrent Sessions</td>
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<tr>
<td>1A</td>
<td>OPINIONS, ADVOCACY &amp; ACTION</td>
<td>Moderator: Maria Vargas, US EPA</td>
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<tr>
<td></td>
<td>• World Public Opinion on Climate Change</td>
<td>Anita Pugliese, The Gallup Organization</td>
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<td></td>
<td>• The Genesis of Climate Change Activism:</td>
<td>Connie Roser-Renouf, George Mason Univ.</td>
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<td>From Key Beliefs to Political Advocacy</td>
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<td>• Reaching Across the Aisle: Overcoming</td>
<td>Tami Buhr, Opinion Dynamics</td>
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<td>Partisan Barriers to Climate-Positive</td>
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<td>Action</td>
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<td></td>
<td>• Communicating About Preparation &amp;</td>
<td>Cara Pike, The Social Capital Project</td>
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<td>Adaptation</td>
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<td>1B</td>
<td>BEHAVIOR OF PEOPLE IN BUILDINGS</td>
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<td>• Turn off the AC! What Occupants Really</td>
<td>John Goins, UC Berkeley</td>
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<td>Think about Comfort in Buildings They</td>
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<td>Work In &amp; Why It Matters</td>
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<td>• Tapping into Commercial Office Plug Load</td>
<td>Catherine Mercier, Ecos</td>
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<td>Savings: How Can We Reduce Energy</td>
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<td>Consumption of Plug Load Devices</td>
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<td>Through Changes to Hardware, Software &amp;</td>
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<td>Occupant Behavior?</td>
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<td>1C</td>
<td>LIGHTNING SESSION: POLICY &amp; GOVERNMENT</td>
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<td>TOPICS</td>
<td>Moderator: Rick Diamond, CIEE</td>
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<td></td>
<td>• PACE [Property Assessed Clean Energy]</td>
<td>James Finlay, Wells Fargo Bank</td>
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<td>Energy Retrofit Financing - Cost, Benefit</td>
<td>SUNY Stony Brook University</td>
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<td>&amp; Risk</td>
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<td></td>
<td>• Institution, Policy Innovation &amp; the</td>
<td>Brandon Hofmeister, Wayne State Law School</td>
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<td>Babylon PACE Program</td>
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<td>• When a Nudge Isn't Enough: Justifications</td>
<td>Alison Williams, Opinion Dynamics Corporation</td>
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<td>for Mandates in Energy Efficiency Policy</td>
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<td></td>
<td>• The Untapped Potential of Water &amp;</td>
<td>Deborah Salon, UCDavis</td>
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<td>Energy Conservation Partnerships</td>
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<td>• Reducing GHG Emissions through Local</td>
<td>Laura Moorefield, Ecos</td>
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<td>Government Action: Case Studies of Eight</td>
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<td>California Cities</td>
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<td>• Success &amp; Failure in Eco-Labeling</td>
<td>Sean Penrith, Earth Advantage Institute</td>
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<td>Vehicles</td>
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<td></td>
<td>• Evaluating the Impact of Vehicle</td>
<td>Matt Davis, Environmental Defense Fund</td>
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<td>Labeling Changes: Regulation Through</td>
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<td>Information Provision</td>
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<td>• Good, Better, Best: Helping Consumers</td>
<td>David Steiner, D&amp;R International</td>
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<td>Navigate the Federal Lamp Standards</td>
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<td>• Apples to Apples: Results for a New</td>
<td>Jose Luiz Moutinho, Technical University of Lisbon</td>
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<td>Metric Promoting Whole House Energy</td>
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<td>• Victory Homes</td>
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<td>1D</td>
<td>INTERNATIONAL BEHAVIORAL INSIGHTS</td>
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<td>Moderator: Karen Ehrhardt-Martinez, University of Colorado</td>
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<td>• Governing the Policy-Consumer Interface:</td>
<td>Shane Fudge, University of Surrey</td>
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<td>Rationality, Responsibility, &amp; Complexity</td>
<td>Charlie Wilson, University of East Anglia</td>
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<td>• Energy Efficient Retrofits: Rational or</td>
<td>Jose Luiz Moutinho, Technical University of Lisbon</td>
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<td>Rationalized? Why It Matters When You</td>
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<td>Ask People Why They Did What They Did</td>
<td>Speaker Pending</td>
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<td></td>
<td>• Behavlets: A Pattern Language for Energy</td>
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<td>Efficiency in Public Buildings</td>
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<td>1E</td>
<td>SOCIAL NORMS</td>
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<td>Moderator:</td>
<td>Bill Provancher, Navigant Consulting</td>
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<td></td>
<td>• Using &quot;Social Proofing&quot; to Reduce Energy</td>
<td>Bill Provancher, Navigant Consulting</td>
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<td>Demand: Prospects for the Long Term</td>
<td>Bill Provancher, Navigant Consulting</td>
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<td>• Savings Potential of Curbing Wasteful</td>
<td>Ogi Kavazovic, OPOWER</td>
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<td>Behavior</td>
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<td>• How Many Economists Does It Take to</td>
<td>David Herberch, University of Chicago</td>
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<td>Change a Light Bulb? A Natural Field</td>
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<td>Experiment on Technology Adoption</td>
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<td>• Peer Comparison Feedback, Demographics,</td>
<td>Matt Davis, Environmental Defense Fund</td>
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<td>&amp; Nationwide GHG Savings Potential</td>
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<td>MODELING &amp; METHODS</td>
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<td>Moderator:</td>
<td>Hunt Allcott, MIT/NYU</td>
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<td>• Modeling Smart Energy &amp; Climate Policy:</td>
<td>Dr. Michael Stadler, Lawrence Berkeley National</td>
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<td>Integrating the Behavioral Difference</td>
<td>Laboratory</td>
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<td>in Economic Assessments</td>
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<td>• Behavioral Levers for Modeling Residential</td>
<td>Marilyn Brown, Georgia Institute of Technology</td>
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<td>Policies in NEMS: Opportunities &amp;</td>
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<td>Limitations</td>
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<td>• Why Don't People Weatherize?</td>
<td>Hunt Allcott, MIT/NYU</td>
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<td>• Behavioral Aspects in Simulating the</td>
<td>Dr. Michael Stadler, Lawrence Berkeley National</td>
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<td>Future US Building Energy Demand</td>
<td>Laboratory</td>
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<tr>
<td>12:00</td>
<td>Lunch</td>
<td>Lunch host</td>
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### MONDAY AFTERNOON, November 15

#### 1:30 BEHAVIOR TOPICS 2: Concurrent Sessions

**COMMUNITY BASED SOCIAL MARKETING**
Moderator:
- A Community-Based Approach to Promoting Residential Efficiency Improvements - Paul Markowitz, Vermont Energy Investment Corporation
- Invited Speaker
- Invited Speaker

**FUTURE THINKING FOR POLICY DESIGN**
Moderator:
- Counting Behavior Change Great & Small - Loren Lutzenhiser, Portland State University
- Moving from Energy Efficiency Potential to Load Forecasts: The Role of Behavior - Mike Ting, Itron, Inc.

**LIGHTNING SESSION: FEEDBACK**
Moderator: Mike Weedall, BPA
- A Randomized Control Trial to Evaluate the Value of Information - Anant Sudarshan, Stanford University
- How Do Context & Form of Real-Time Feedback on Resource Use Affect Consumer Responses? Cynthia McPherson Frantz, Oberlin College
- Behavior Change as a Function of Feedback, Competition, Attitude & Emotion - John E. Petersen, Oberlin College
- Real-time Metering & Social Media: Changing Consumer Behavior - Scott G. McNall, California State University, Chico
- Appliance-Specific Electricity Feedback: Implications for Energy Conservation Programs & Policies - Sébastien Houde, Stanford
- Energy Feedback Devices: Early Adopters & Their Experiences - Beth Karlin, UC, Irvine
- Dorm Energy Competitions: Passing Fad or Powerful Behavior Modification Tool? - Chelsea Hodge, E Source

**SOLAR ADOPTION**
Moderator:
- Saving Energy “Efficiently” or “Renewably” - Christina Torok, Itron, Inc.
- A New Lease on Light: Model for Mass Solar Adoption - Lyndon Rive, SolarCity
- 10 Research Findings that Will Shape Your Solar Outreach - Brian F. Keane, SmartPower
- Solarize Portland: Community Empowerment through Collective Purchasing - Lizzie Rubado, Energy Trust of Oregon, Inc.

**ACTIONABLE SEGMENTATION**
Moderator:
- Data, Research & Analysis Reveal the Who, What & How of Customers - Jodi Stablein, Pacific Gas & Electric Company
- Communicating Psychologically to Elicit Sustainable Climate Behavior - Seth Robbins, Seth Robbins Consulting
- Overcoming Mass-Market Resistance to Green Behaviors - David Sleeth-Keppler, Strategic Business Insights

**SMART INCENTIVES**
Moderator:
- Gone In 2 Hrs Or 3 Months: Explaining Variation In Consumer Response To The State Energy Efficient Appliance Rebate Program - Lani MacRae, U.S. Department of Energy
- Speaker Pending
- Speaker Pending

#### 3:00 Afternoon Break 3:00-3:30

#### 3:30 SPOTLIGHT ON POLICY | SPOTLIGHT ON BRAINS & GAMES

#### 5:00 Free time. *(You are on your own for dinner.)*

#### 7:00-9:30 Participant Organized Sessions
## TUESDAY MORNING: NOVEMBER 16

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<tr>
<th>Time</th>
<th>Spotlight on Business</th>
<th>Spotlight on Social Marketing</th>
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<tr>
<td>8:30</td>
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<td>10:00</td>
<td>Morning Break</td>
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<td>10:30</td>
<td>BEHAVIOR TOPICS 3: Concurrent Sessions</td>
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### SMART GRID STRATEGIES

**Moderator:**

- Behavioral Research to Support Smart Grid Policymaking - Sarah J. Ryker, Science & Technology Policy Institute
- Preparing Small Customers for the Sacramento Smart Grid - Karen Herter, Herter Energy
- Building the “Front End” of the Smart Grid - Janice Berman, Pacific Gas & Electric Company
- Lessons Learned in Home Area Network Deployment - Seth Frader-Thompson, EnergyHub

### GUILT & IDENTITY

**Moderator:**

- Does “Green” Identity Influence Conservation Behavior? A Randomized Field Trial Examining Uptake of Home Energy Audits - Matthew Harding, Stanford University
- Carbon Offsets Purchases: Motivated by Guilt or Conservation? David Rapson, University of California, Davis
- Do Cold Prickles Induce Warm Glows: Culpability & Willingness to Pay to Reduce Negative Externalities - Benjamin Ho, Cornell University

### LIGHTNING SESSION ON BUSINESSES & ORGANIZATIONS

**Moderator: Gene Rodrigues, Southern California Edison**

- Business Networking & Energy Efficiency Trade Groups - Steven R. Schiller, California Energy Efficiency Industry Council
- Beyond the Bottom Line: A Model of Executive Decision-Making - John H. Reed, Innovologie, LLC
- A Middle-Out Approach to Agency, Capacity, & Societal Change – Yael Parag, Oxford University
- Corporate Investment Behavior - Catherine Cooremans, HEC University of Geneva
- Look Who’s Coming to Dinner: Bringing Small Business to the Energy Efficiency Table - Sean Weitner, Energy Center of Wisconsin
- Impacting the Behavior of Building Operators: Community-Building & Longitudinal Research – Michael Bobker, CUNY
- Is It Time for Behavior-Based Continuous Energy Improvement? Rich Lauman, Ecos

### RESPONSES TO FEEDBACK

**Moderator:**

- The Persistence of Feedback-Induced Energy Savings - Karen Ehhardt-Martinez, University of Colorado
- Quantifying Usability in Programmable Thermostats - Alan Meier, Lawrence Berkeley National Laboratory
- Title Pending – Jon Froehlich, University of Washington

### STATE & LOCAL COMMUNITIES: META-ANALYSES OF BEHAVIOR CHANGE EFFORTS

**Moderator:**

- A Successful National Behavior Change Platform: The SEP Behavior Change Capacity Building Model - Patrick M. McCarthy, TecMarket Works
- Levers & Drivers for Local Community Energy Action - Thomas Jensen, RW BECK
- Visible & Concrete Savings: Results from Leading Behavior Change Programs - Katherine Friedrich, ACEEE
- Repowering Communities – Inducing Behavioral Change For Local Energy Efficiency Efforts - Peter B. Meyer, The E.P. Systems Group

### SOCIAL MEDIA & NETWORKS

**Moderator:**

- Social Media Conversations & Value Networks in the Green-tech Innovation Ecosystem - Martha G. Russell, Stanford University
- Social Influence Matters: How Environmental Values Develop within Social Networks - Jonn Axsen, UC Davis
- Thy Neighbors' Beer Fridge: Turning People Into Participants - Stuart Hickox, One Change
### TUESDAY AFTERNOON: NOVEMBER 16

12:00  | Lunch & Plenary Talk

#### LUNCH KEYNOTE

2:00  | BEHAVIOR TOPICS 4: Concurrent Sessions

#### BUILDINGS DECISIONS & POLICY

Moderator:
- Deep Decisions: Owner-Designer Communication Toward Deep Efficiency - Karl Brown, CIEE University of California
- Evidence-Based Design: You Can Lead a Design Team to Performance Data, but... - Cathy Higgins, New Buildings Institute
- Speaker Pending
- Speaker Pending

#### EVALUATION STRATEGIES

Moderator:
- How Did It Go? Quantifying Utility Behavioral Program Results - Ryan Firestone, Navigant Consulting
- The Participation Disconnect Between Energy Programs & Customers - Sarah Castor, Energy Trust of Oregon

#### LIGHTNING SESSION: PROGRAM DESIGNS & RESULTS

Moderator: Ed Wisniewski, Consortium for Energy Efficiency

#### CALIFORNIA DREAMIN’

Moderator:
- Customer Experience Management - Speaker Pending
- Building Blocks for a California Smart Energy Lifestyle Movement - Speaker Pending
- Speaker Pending

#### NEW COOL STUFF

Moderator:
- Neuroeconomics & Behavior, Energy & Climate Change - Marsha L. Walton, NYSERDA
- Speaker Pending
- Speaker Pending

#### BEHAVIOR CHANGE IN BUSINESS: FROM MACRO TO MICRO

Moderator:
- Embedding Energy Efficiency within the Fabric of an Organization: Examples of Best Practices – Andre de Fontaine, Pew Center on Global Climate Change
- Whole Industry Behavior Change: Executive Goal Setting to Reduce Energy Intensity – Sharon Peterson, NW Energy Efficiency Alliance
- Brewing a Successful Sustainability Program - Cheri Chastain, Sierra Nevada Brewing Company

3:30-5:00  | Networking & Free Time: Poster Session Set-up

Special: *BECC Film Festival*

5-7PM  | POSTER PRESENTATIONS & RECEPTION – Listing of Poster Presentations appears on pages 7 & 8.
WEDNESDAY MORNING, NOVEMBER 17

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<td>8:30</td>
<td>BEHAVIOR TOPICS 5: Concurrent Sessions</td>
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<td>9:00</td>
<td>BEHAVIOR &amp; PRODUCT DESIGN</td>
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<td>Moderator: Hunter Marshall, Draft FCB</td>
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<td>• Behavior as the Medium - Kristina Loring, frog design</td>
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<td>10:00</td>
<td>Morning Break</td>
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<td>10:30</td>
<td>BEHAVIOR, ENERGY &amp; CLIMATE CHANGE</td>
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<td>Closing Plenary</td>
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<td>1:30-4:30</td>
<td>POST-CONFERENCE WORKSHOPS</td>
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</table>
Design of Real Time Feedback Programs: A Perspective From Experimental Research – Joana Abreu, MIT Portugal Pgm, Instituto Superior Técnico

Building Intelligence Meets Human Control: A Look at red/green light window indicators – Katie Ackerly, UC Berkeley

Reducing Urban Traffic Congestion Through Human-Centered Ridesharing – Jennifer Allen

Understanding the Barriers to Home Energy Audit Participation in Utah – Brooke Alley, PECI

Using Conservation to Promote Concern About Climate Change – Michael S. Amato, University of Wisconsin-Madison

Finding Symbiosis: Politicians & Scientists – Maheen Aziz, George Mason University

From the Trenches - Success & Failures In Improving Corporate Energy Efficient Behavior – Mike Bailey, Ecos

Human-Centered Design, Does It Apply Here? – Mekayla Ichneumon Beaver, Gloworm

The Regulation of Zero Net Energy Buildings – Clark Bisel, WSP Flack + Kurtz


Leveraging Behavior Research at the Department of Energy – Joseph Bressler, US Department of Energy

Changing Memories: The Design & Evaluation of the Fulldome Show Our Living Climate – Martin Bush, Museum Victoria

Commuter Choices & Carbon Footprints: A Feasibility Study Using GPS & Accelerometry to Measure Mode of Travel – Amanda Carrico, Vanderbilt

But It Still Works! Reducing Psychological Barriers to Refrigerator Recycling – Nicole Costa, PECI

Message Frame & Threat in the Social Marketing of Sustainable Behavior of Youth – Tania Cheng, University of Waterloo

Motor Mouth: Stop Talking About Market Transformation & Quantify It – Mohit Singh Chhabra, Navigant Consulting

Behavior Change or Climate Change: A Student Taught High School Program – Jenny Chute, Menlo Atherton High School

Global Identity, Climate Change, & Behavior Change – Marilyn Cornelius, Stanford University

Cool the Earth, Inc.’s Primary School Program: Program Efficacy – Carleen Cullen, Cool the Earth, Inc.

Socially Networked Resource Monitoring Tool as a Platform to Organize a National Electricity & Water Reduction Competition on College & University Campuses – Andrew deCoriolis, Lucid Design Group

Motivating Energy Efficiency Behavior Via Effective Marketing – Maryanne DePresco, Kelliher Samets Volk

Looking at the Man in the Mirror: Changing Ourselves, Our Industry – Linda Dethman, The Cadmus Group

Using Web 2.0 Tech to Encourage Environmental Behavior – Tawanna Dillahunt, Carnegie Mellon University

Policy Technical Assistance: Whole Community Approach – Elizabeth Doris, National Renewable Energy Laboratory

Banking Actual Savings from Behavioral Change – Jamie Drakos, The Cadmus Group, Inc.


Greening the Behavior of the Next Generation of Citizens – Cathy L. Z. DuBois, Kent State University


ISO 50001 Does Behavior: An Exploration of Key Success Factors – Patsy Dugger, Ecos Consulting

How Can the Code for Sustainable Homes Deliver the UK Zero Carbon Homes? – Heba E. Elsharkawy, University of Nottingham

Tapping into Office Energy Savings: Hardware, Software & Occupant Behavior – Ellie Farahani, University of Toronto

From Saving Paper to Saving Energy: Lessons from a Paper Conservation Program – Elah Feder, University of Toronto Sustainability Office

System Justification: A Barrier to Addressing Environmental Challenges – Irina Feygina, New York University


Personal Energy Efficiency Rewards (PEER) Program: A Behavioral Cocktail – Andy Frank, Efficiency 2.0

Increasing Participation Rates through Community Mobilization: Results from the CEA Campaign – Lilah Glick, Cambridge Energy Alliance

BeSmarter® Peer Leadership, Competition & Objective Goal Setting Produces Strong – Tawanna Glick, The Social Design Group


Key Factors Affecting Energy Efficiency Decisions in a University Campus – Mohammad Halimi, SUNY State University of New York


High Performance Refers to People Too – Marcel Harmon, M.E. Group, Inc.

Design & Social Change – Zach Hartle, evolve environment :: architecture

Disaggregating Monthly Residential Bills Into End-Uses – Zeke Hausfather, Efficiency 2.0


Changing Travel Behaviour: The Impact of Targeting Tailored Climate Change Information – Candice Howarth, University of Southampton


The BetterBricks Approach: Ensuring Lastingness of Behavior Change in Commercial Real Estate Companies – Dune Ives, Milepost Consulting

WattDepot: Open Source Software for Energy Data Collection & Analysis – Philip M. Johnson, University of Hawaii at Manoa
Connecting the Dots: Interdisciplinarity in Behavioral Research – Joe Kantenbacher, University of California Berkeley
Product Carbon Footprinting & Communications Strategies – Scott Kaufman, Carbon Trust
Using Smart Grid Data to Assess Behavior Changes after PV Installation – Danielle Côté-Schiff Kolp, The Cadmus Group, Inc.
Integrating Behavior into Electric Vehicle Charging Infrastructure Needs – Melissa Lapsa, Oak Ridge National Laboratory
BC Hydro: Building a Culture of Conservation – Vinson Lee, BC Hydro
"It Takes a Village" - We Energies' Community Education Pilot – Peter Lemoine, ICF International
Impact of Behavioral & Demographic Factors on Residential NG Demand – Olga Livingston, Pacific Northwest National Laboratory
Using Neighbourhood-Scale Marketing Data as Part of Modelling Home Electricity Use – Stephen Lotterman, University College London Energy Inst.
From Energy Conservation to an Integrated Assessment of Sustainability Practices: The U of M Experience – Robert W. Marans, Univ. of Michigan
Good, Bad, & Missing - The State of Design for Change – Dave McCollin, Artefact
Tales of Transition: A Community Movement Building a Future Without Fossil Fuels – Asher Miller, Post Carbon Institute
The Influence of Values on Household Energy Behaviours – Miranda Mirosa, University of Otago
Deployment of Solar Cooling in the United States – Houtan Moaveni, Florida Solar Energy Center, University of Central Florida
Building Up To Organizational Sustainability – Christine Mondor, evolve environment: architecture
Proposal of an Adaptive Model for Behavior Prediction of Urban Outdoor Thermal Comfort – Leonardo Marques Monteiro, University of Sao Paulo
Climate Change Risk Perceptions & Coping in Indian Urban Settlements – Ruchi Mudadia, Indian Institute of Forest Management (IIFM)
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