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

Preliminary DRAFT – REVISED OCTOBER 19, 2010 - Subject to Change

SUNDAY: NOVEMBER 14

11 – 6 PM
PRECONFERENCE WORKSHOP – Fostering Sustainable Behavior
Presented by Doug McKenzie-Mohr, Founder of Community-Based Social Marketing

6:00 PM
Conference Registration & Speaker Check-in

7:00-9:00 PM
BECC KICK-OFF PROGRAM & DESSERT RECEPTION
Moderators: Sharyn Barata, Itron & Matthew Wilcox, Draftfcb

Don’t miss BECC’s Kick-Off Networking Session: “Making Energy Visible!”
A challenge to the energy industry has always been trying to make energy tangible. Lacking a visible product, energy marketers have long struggled to make consumers care about their energy use. Global advertising agency, Draftfcb, in conjunction with PEEC, challenged their creative staff around the world to come up with metaphors and ideas to make energy visible. During this fun, interactive session, you and your tablemates will have the first opportunity to view some of these unique ideas, offer suggestions and apply their potential use across energy programs and sectors.

Join us at 7 pm for wine and dessert and...Help Make Energy Visible!

MONDAY MORNING: NOVEMBER 15

7:30-8:30
Continental Breakfast & Registration

8:30-10:15
OPENING PLENARY: BEHAVIOR, ENERGY & CLIMATE CHANGE
Moderator: Linda Schuck, 2010 BECC Conference Chair, CIEE

Welcome to Sacramento
John DiStasio, General Manager & Chief Executive Officer, Sacramento Municipal Utility District

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

Setting the Stage: Behavior, Energy & Climate Change
Annika Todd, 2010 BECC Co-Chair, Precourt Energy Efficiency Center

Opening Keynote:
“Influencing Change: Applying Behavioral Research Insights to Reframe Environmental Policy & Programs”
Dr. Robert Cialdini, Professor of Psychology & Marketing, Arizona State University

10:15-10:45
Morning Break
### OPINIONS, ADVOCACY & ACTION

**Moderator:** Maria Vargas, US Environmental Protection Agency

- **World Public Opinion on Climate Change** - Anita Pugliese, The Gallup Organization
- **The Genesis of Climate Change Activism: From Key Beliefs to Political Advocacy** - Connie Roser-Renouf, George Mason Univ.
- **Reaching Across the Aisle: Overcoming Partisan Barriers to Climate-Positive Action** - Tami Buhr, Opinion Dynamics
- **Communicating About Preparation & Adaptation** - Cara Pike, The Social Capital Project

### BEHAVIOR OF PEOPLE IN BUILDINGS

**Moderator:** John Wilson, Energy Foundation

- **Turn off the AC! What Occupants Really Think about Comfort in Buildings They Work In & Why It Matters** - John Goins, UC Berkeley
- **Tapping into Commercial Office Plug Load Savings: How Can We Reduce Energy Consumption of Plug Load Devices Through Changes to Hardware, Software & Occupant Behavior?** - Catherine Mercier, Ecos
- **Net Zero Buildings and the Shift to Real World Energy, People & Behavior** - Brad Jacobson, EHDD Architecture
- **Energy, Comfort & Behavior Change** - Judith Heerwagen, University of Washington & Pacific Northwest Laboratory

### LIGHTNING SESSION: POLICY & GOVERNMENT TOPICS

**Moderator:** Rick Diamond, California Institute for Energy & Environment

- **Institution, Policy Innovation & the Babylon PACE Program - Guodong Sun, SUNY Stony Brook University**
- **When a Nudge Isn't Enough: Justifications for Mandates in Energy Efficiency Policy** - Brandon Hofmeister, Wayne State Law School
- **The Untapped Potential of Water & Energy Conservation Partnerships** - Alison Williams, Opinion Dynamics Corporation
- **Reducing GHG Emissions Through Local Government Action: Case Studies of Eight California Cities** - Deborah Salon, UCDavis
- **Success & Failure in Eco-Labeling Vehicles** - Caroline Noblet, University of Maine
- **Apples to Apples: Results for a New Metric Promoting Whole House Energy Reduction** - Sean Penrith, Earth Advantage Institute
- **Leadership: An Energy Efficiency Resource** - Kristina Skierka, CPUC/Energy Foundation

### INTERNATIONAL BEHAVIORAL INSIGHTS

**Moderator:** Karen Ehrhardt-Martinez, University of Colorado

- **Governing the Policy-Consumer Interface: Rationality, Responsibility, & Complexity** - Shane Fudge, University of Surrey
- **Energy Efficient Retrofits: Rational or Rationalized? Why It Matters When You Ask People Why They Did What They Did** - Charlie Wilson, University of East Anglia
- **Behavlets: A Pattern Language for Energy Efficiency in Public Buildings** - Jose Luiz Moutinho, Technical University of Lisbon

### SOCIAL NORMS

**Moderator:** Kathy Kuntz, Wisconsin Climate Change Action Initiative

- **Using "Social Proofing" to Reduce Energy Demand: Prospects for the Long Term** - Bill Provvencher, Navigant Consulting
- **Savings Potential of Curbng Wasteful Behavior** - Ogi Kavazovic, OPOWER
- **How Many Economists Does it Take to Change a Light Bulb? A Natural Field Experiment on Technology Adoption** - David Herberich, University of Chicago

### MODELING & METHODS

**Moderator:** Bart Croes, California Air Resources Board (invited)

- **Behavioral Levers for Modeling Residential Policies in NEMS: Opportunities & Limitations** - Joy Wang, Georgia Inst. of Technology
- **Why Don't People Weatherize?** - Hunt Alcott, MIT/ANYU
- **Behavioral Aspects in Simulating the Future US Building Energy Demand** - Dr. Michael Stadler, Lawrence Berkeley National Laboratory

### 12:15 Lunch

*Lunch host:* ONECHANGE
**MONDAY AFTERNOON, November 15**

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

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Speakers</th>
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</table>
| 2A | COMMUNITY-BASED SOCIAL MARKETING | Wes Schultz, California State University, San Marcos  
A Community-Based Approach to Promoting Residential Efficiency Improvements - Paul Markowitz, Vermont Energy Investment Corp.  
Using Community-Based Social Marketing to Promote Residential Energy & Green Upgrades in Alameda County: An Energy Upgrade CA Program - Wendy Sommer, StopWaste.Org |
| 2B | FUTURE THINKING FOR POLICY DESIGN | Anthony Eggert, California Energy Commissioner  
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.  
| 2C | LIGHTNING SESSION: FEEDBACK | 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 Response? - Cynthia McPherson Frantz, Oberlin  
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  
Lightening the Load: Empowering Individuals to Reduce Their Electricity Consumption at Home - Dr Malcolm McCulloch, Oxford Univ.  
Dorm Energy Competitions: Passing Fad or Powerful Behavior Modification Tool? - Chelsea Hedge, E Source  
| 2D | SOLAR ADOPTION | Omar Kahn, University of California, Berkeley  
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 - Susan Jamison, Energy Trust of Oregon, Inc. |
| 2E | ACTIONABLE SEGMENTATION | Invited  
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-Keppeler, Strategic Business Insights |

**3:30-5:00 PLENARY PANEL ON BEHAVIOR & POLICY**

Moderator: Ralph Cavanagh, Natural Resources Defense Council  
Karen Douglas, Chair, California Energy Commission  
Kathleen Hogan, Deputy Assistant Secretary, Energy Efficiency & Renewable Energy, US Dept of Energy  
Jeremy Kalin, MN State Representative; Chair, Coalition of Legislators for Energy Action Now  
Free time (You are on your own for dinner.)  
Participant Organized Sessions
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<th>Moderator/Participants</th>
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<tr>
<td>8:30</td>
<td>SPOTLIGHT: BUSINESS</td>
<td>Nicole Biggart, UC Davis, Energy Efficiency Center, Leo Raudy, Senior Director, Environmental Affairs, Best Buy, Michael Gelobter, Chief Green Officer, Hara Software</td>
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<tr>
<td></td>
<td>SPOTLIGHT: SOCIAL MARKETING CAMPAIGNS</td>
<td>Linda Schuck, BECC Conference Chair, Energy Campaign: Carrotmob - Brent Schulkin, Founder, Climate Campaign: 350.org – Invited, Presidential Campaign: Invited</td>
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<tr>
<td>10:00</td>
<td>Morning Break</td>
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<tr>
<td>10:30</td>
<td>BEHAVIOR TOPICS 3: Concurrent Sessions</td>
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<tr>
<td>3F</td>
<td>SOCIAL MEDIA &amp; NETWORKS</td>
<td>Mary Pearl, Garrison Institute, Social Media Conversations &amp; 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</td>
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</table>
**TUESDAY AFTERNOON: NOVEMBER 16**

**12:00**  
Lunch & Keynote  

*Col. Robert “Brutus” Charette, Jr., Director, Expeditionary Energy, US Marine Corps*

**2:00**  
**BEHAVIOR TOPICS 4: Concurrent Sessions**

**DECISION-DRIVERS FOR BUILDING DESIGN**  
**Moderator:** Martha Brook, California Energy Commission

- 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  
- Re-thinking Economic Design Drivers for Green Buildings and Communities – Sandy Mendler, AIA, LEED® AP, MITHUN

**EVALUATION STRATEGIES**  
**Moderator:** Ed Vine, California Institute for Energy and Environment  
**Session sponsor**

- 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

- Social Movements for Long-Lasting Behavior Change - John Mulrow, Worldwatch Institute  
- Activating Behavior: How Person-to-Person Interactions Can Supercharge Efficiency Programs – Stephen Bickel, D&R International  
- Peer Comparison Feedback, Demographics, & Nationwide GHG Savings Potential - Matt Davis, Environmental Defense Fund  
- California Green Communities – Chris Peck, Southern California Edison  
- Think! Energy & Take Action! – Elissa Richards, National Energy Foundation  
- Culture Change: National Park Service’s Climate Friendly Parks Program - Beth Binns ICF International  
- Play It Cool with Climate Masters: A Community Climate Action Program - Meredith Herr, The Resource Innovation Group  
- Green Certifications as Stealth Training Tools - Lisa McNeilly, UC Berkeley  
- Making the Case for a Behavioral Measure - Steve Hastie, Navigant Consulting, Inc.  
- Demystifying Technology: Lessons from Barefoot College & Other Community-Based Technology Adoptions - Edward Smyth, KEMA

**BRAND RESEARCH, DESIGN & STRATEGY: CALIFORNIA CASE STUDY**  
**Moderator:** Invited

- California’s Energy Efficiency Strategic Plan - Jennifer Caron, California Public Utilities Commission  
- Energy Efficiency Marketing & Customer Experience Management - Julie Rowey, Southern California Edison  
- Behavior-based Segmentation - Anne Dougherty, Opinion Dynamics  
- Creating a Brand Strategy & Identity for a Movement - Tom Zara, Interbrand  
- Marketing & Communications Strategy for Behavior Change - Hunter Marshall, DraftFCB

**SMART INCENTIVES**  
**Moderator:** Annika Todd, BECC Conference Co-chair, Precourt Energy Efficiency Center

- Gone In 2 Hrs Or 3 Months: Explaining Variation In Consumer Response To The State Energy Efficient Appliance Rebate Program – Toby Swope, D&R International  
- Intriguing Title Soon - Balaji Prabhakar, Stanford University  
- Personal Energy Efficiency Rewards (PEER) Program: A Behavioral Cocktail – Andy Frank, Efficiency 2.0

**BEHAVIOR CHANGE IN BUSINESS: FROM MACRO TO MICRO**  
**Moderator:** Kevin Cooney, Navigant Consulting

- 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  

**5-7PM**  
**POSTER PRESENTATIONS & RECEPTION**  
*Listing of Poster Presentations appears on pages 7 & 8.*
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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30</td>
<td>Continental Breakfast &amp; Registration</td>
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<tr>
<td>8:30</td>
<td><strong>BEHAVIOR TOPICS 5: Concurrent Sessions</strong></td>
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<tr>
<td>9:00</td>
<td><strong>BEHAVIOR &amp; PRODUCT DESIGN</strong></td>
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<td>Moderator: Invited</td>
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<td>9:00</td>
<td>• Behavior as the Medium - David Merkoski, frog design</td>
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<td>10:00</td>
<td><strong>FEDERAL GOVERNMENT</strong></td>
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<td>Moderator: Jeanne Clinton, California Public Utilities Commission</td>
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<td>10:00</td>
<td>• Institutionalizing Federal Sector Energy-and GHG-Related Behavior Change - Amy K. Wolfe, Oak Ridge National Laboratory</td>
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<td>• Engaging Youth Partnerships to Enhance the Change the World, Start with ENERGY STAR Campaign - Melissa Klein, US EPA</td>
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<td>• Driving Demand for Retrofits: Best Practices &amp; What ARRA is Funding - Merian Fuller, Lawrence Berkeley National Laboratory</td>
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<td>• The U.S. House of Representatives As a Model of Sustainability - Nicholas Hromalik, Green the Capitol, U.S. House of Representatives</td>
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<tr>
<td>10:30</td>
<td><strong>LIGHTNING SESSION: MARKETING AND COMMUNICATING</strong></td>
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<td>Moderator: Sharyn Barata, Itron</td>
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<td>10:30</td>
<td>• Energy Advice Translates into Action - Sally Blackwell, Energy Efficiency Community Network, New Zealand</td>
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<td>• What Trust Has to Do With It: Six Simple Truths That Govern Results for Behavioral Change - Jan S. Moore, Direct Options</td>
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<td>• Making Efficiency &amp; Sustainability Fun; Or, How I Learned To Stop Worrying &amp; Love Location-Based Social Media - Jane Hummer, Navigant Consulting</td>
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<td>• Environmental Education, Lacking Energy - Merilee Harrigan, Alliance to Save Energy</td>
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<td>The Little Envelope That Could: Boosting Participation in Hard-to-Reach Markets - Rachel Friesen, PEci</td>
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<td>• Can Learn from Tobacco Counter Marketing - Tim Volk, Keliher Samets Volk</td>
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<td>• A 2009 Green Success For APS! Sue Berg, Arizona Public Service</td>
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<td>• Trials &amp; Tribulations of Smart Grid Deployment: A Case Study that Hits Home - Jessica Switzer, Blue Practice</td>
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<td>• ComEd SmartTools, How May I Help You? Creating a Customer Care Center that Encourages Adoption &amp; Behavior Change - David Becker, CNT Energy</td>
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<td>11:00</td>
<td><strong>BEHAVIOR POLICY &amp; RESEARCH AGENDA</strong></td>
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<td>Moderator: Rick Diamond, Lawrence Berkeley National Laboratory</td>
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<td>11:00</td>
<td>• A Participant-Organized Working Session on How to Move the BECC Field Forward</td>
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<td>11:30</td>
<td><strong>IMPACTS OF TIME OF USE PRICING</strong></td>
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<td>Moderator: Mark Gaines, Sempra Utilities</td>
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<tr>
<td>11:30</td>
<td>• Participants of Time-of-Use Programs Need Specific Information In order to Change Behavior - Donna Whitsett, Energy Market Innovations, Inc.</td>
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<td>• What Can Be Shifted to Off-Peak: 25 Households Provide Clues - Jane Peters, Research into Action, Inc.</td>
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<td>• Tell Don’t Sell: Coproduction Messaging &amp; Education for Smart Rates - Peter Honebein, Customer Performance Group</td>
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<td>• Hourly Residential Energy Demand in a Real Time Pricing Program – Dan Violette, Navigant Consulting, Inc.</td>
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<td>12:00</td>
<td><strong>TRANSPORTATION</strong></td>
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<td>Moderator: Invited</td>
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<td>12:00</td>
<td>• Altruism &amp; Carbon Mitigation: Evidence from Carpool Lanes &amp; Spare the Air Days - Steven Sexton, UC Berkeley</td>
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<td>• Are Land-Use Changes Enough For California To Reduce CO2 Emissions From Vehicle Use? - David R. Heres-Del-Valle, Basque Centre for Climate Change</td>
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<td>• Heterogeneity in the Valuation of Fuel Economy in California - Kenneth Gillingham, Stanford University</td>
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<td>• Behavior &amp; User Analysis of Plug-in Hybrid Vehicles &amp; Fuel Cell Vehicles - Elliot W. Martin, UC Berkeley</td>
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<td>• The Power &amp; Value of “Green” in Promoting Sustainable Travel Behaviors - David Gaker, UC Berkeley</td>
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<td>12:30</td>
<td><strong>CLOSING PLenary</strong></td>
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<td>California Governor Arnold Schwarzenegger (invited)</td>
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<td>1:30</td>
<td><strong>POST-CONFERENCE WORKSHOPS</strong></td>
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<tr>
<td>Design of Real Time Feedback Programs: A Perspective From Experimental Research</td>
<td>Joana Abreu, MIT Portugal Pgm, Instituto Superior Técnico</td>
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<td>Building Intelligence Meets Human Control: A Look at red/green light window indicators</td>
<td>Katie Ackerly, UC Berkeley</td>
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<td>Reducing Urban Traffic Congestion Through Human-Centered Ridesharing</td>
<td>Jennifer Allen</td>
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<td>Understanding the Barriers to Home Energy Audit Participation in Utah</td>
<td>Brooke Alley, PECI</td>
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<td>Using Conservation to Promote Concern About Climate Change</td>
<td>Michael S. Amato, University of Wisconsin-Madison</td>
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<td>Finding Symbiosis: Politicians &amp; Scientists</td>
<td>Maheen Aziz, George Mason University</td>
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<td>From the Trenches - Success &amp; Failures in Improving Corporate Energy Efficient Behavior</td>
<td>Mike Bailey, Ecos</td>
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<td>Human-Centered Design, Does It Apply Here?</td>
<td>Mekayla Ichneumon Beaver, Glowworm</td>
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<td>The Regulation of Zero Net Energy Buildings</td>
<td>Clark Bisel, WSP Flack + Kurtz</td>
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<td>Leveraging Behavior Research at the Department of Energy</td>
<td>Joseph Bressler, US Department of Energy</td>
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<td>Changing Memories: The Design &amp; Evaluation of the Fulldome Show Our Living Climate</td>
<td>Martin Bush, Museum Victoria</td>
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<td>Commuter Choices &amp; Carbon Footprints: A Feasibility Study Using GPS &amp; Accelerometry to Measure Mode of Travel</td>
<td>Amanda Carrico, Vanderbilt</td>
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<td>But It Still Works! Reducing Psychological Barriers to Refrigerator Recycling</td>
<td>Nicole Casta, PECI</td>
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<td>Message Frame &amp; Threat in the Social Marketing of Sustainable Behavior of Youth</td>
<td>Tania Cheng, University of Waterloo</td>
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<td>Motor Mouth: Stop Talking About Market Transformation &amp; Quantify It</td>
<td>Mohit Singh Chhabra, Navigant Consulting</td>
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<td>Behavior Change or Climate Change: A Student Taught High School Program</td>
<td>Jenny Chute, Menlo Atherton High School</td>
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<td>Global Identity, Climate Change, &amp; Behavior Change</td>
<td>Marilyn Cornelius, Stanford University</td>
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<td>Cool the Earth, Inc.'s Primary School Program: Program Efficacy</td>
<td>Carleen Cullen, Cool The Earth, Inc.</td>
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<td>Socially Networked Resource Monitoring Tool as a Platform to Organize a National Electricity &amp; Water Reduction Competition on College &amp; University Campuses</td>
<td>Andrew deCortolissis, Lucid Design Group</td>
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<td>Looking at the Man in the Mirror: Changing Ourselves, Our Industry</td>
<td>Linda Dethman, The Cadmus Group</td>
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<td>Using Web 2.0 Tech to Encourage Environmental Behavior</td>
<td>Tawanna Dillahunt, Carnegie Mellon University</td>
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<td>Policy Technical Assistance: Whole Community Approach</td>
<td>Sarah Busche, National Renewable Energy Laboratory</td>
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<td>Banking Actual Savings from Behavioral Change</td>
<td>Jamie Dracos, The Cadmus Group, Inc.</td>
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<td>Why do NEBs &amp; NTG Matter Especially for Behavioral &amp; Educational Programs?</td>
<td>Dana D'Souza, Skumatz Economic Research Associates</td>
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<td>Greening the Behavior of the Next Generation of Citizens</td>
<td>Cathy L. Z. DuBois, Kent State University</td>
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<td>ISO 50001 Does Behavior: An Exploration of Key Success Factors</td>
<td>Patsy Dugger, Ecos Consulting</td>
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<td>How Can the Code for Sustainable Homes Deliver the UK Zero Carbon Homes?</td>
<td>Heba E. Elsharkawy, University of Nottingham</td>
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<td>Tapping into Office Energy Savings: Hardware, Software &amp; Occupant Behavior</td>
<td>Ellie Farahani, University of Toronto</td>
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<td>From Saving Paper to Saving Energy: Lessons from a Paper Conservation Program</td>
<td>Elah Feder, University of Toronto Sustainability Office</td>
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<td>BeSmarter®: Peer Leadership, Competition &amp; Objective Goal Setting Produces Strong Home Conservation</td>
<td>Michael Greenberg, BeSmarter LLC</td>
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<td>Overcoming Split Incentives in Office Buildings: The Utility Role</td>
<td>Joanna Gubum, Navigant Consulting, Inc.</td>
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<td>Key Factors Affecting Energy Efficiency Decisions in a University Campus</td>
<td>Mohammad Halimi, SUNY State University of New York</td>
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<td>Say What? Using Segmentation Research to Guide Targeted Messaging</td>
<td>Rachel Hansen, PECI</td>
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<td>High Performance Refers to People Too</td>
<td>Marcel Harmon, M.E. Group, Inc.</td>
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<td>Design &amp; Social Change</td>
<td>Zach Hartle, evolve environment .::: architecture</td>
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<td>Disaggregating Monthly Residential Bills Into End-Uses</td>
<td>Zeke Hausfather, Efficiency 2.0</td>
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<td>Changing Travel Behaviour: The Impact of Targeting Tailored Climate Change Information</td>
<td>Candice Howarth, University of Southampton</td>
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<td>The BetterBricks Approach: Ensuring Lastingness of Behavior Change in Commercial Real Estate Companies</td>
<td>Dune Ives, Milepost Consulting</td>
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• 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
• 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 Lorimer, University College London Energy Inst.
• From Energy Conservation to an Integrated Assessment of Sustainability Practices: The U of MEperience – Robert W. Marans, Univ. of Michigan
• Good, Bad, & Missing - The State of Design for Change – Dave McColgin, Artefact
• Tales of Transition: A Community Movement Building a Future Without Fossil Fuels – Asher Miller, Post Carbon Institute
• 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
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