



November 16-19, 2008

Hyatt Regency Hotel, Sacramento, CA

# BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

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

<b>SUNDAY EVENING, NOVEMBER 16</b>	
5:00-9:00PM	Conference Registration & Speaker Check-in
<p>7:00-9:00 Regency Ballroom</p> 	<p style="text-align: right;"><b>Reception Host</b>  </p> <p><b>NEW POLICY IDEAS WITH A BEHAVIOR FOCUS</b>  <b>Conference Kick-off and Dessert Reception</b></p> <p>The conference will start with an interactive, provocative and fun session designed to stimulate discussion and develop new connections. The session will focus on creative ideas for behavior-related legislation, regulation, program and action for the new US administration, states, cities and other organizations. Don't miss thought-provoking discussions, lively roundtables, wine and light desserts, and the opportunity to share experiences and explore new ideas.</p> <p><b>Kickoff:</b> Linda Schuck, BECC Chair, California Institute for Energy and Environment</p> <p><b>Moderators:</b> Sharyn Barata, Vice-President, Opinion Dynamics Corporation  Rick Diamond, Senior Advisor, California Institute for Energy &amp; Environment</p>

<b>MONDAY MORNING, NOVEMBER 17</b>	
7:30-8:30AM	Continental Breakfast & Registration <span style="float: right;">Host: KEMA, Inc.</span>
<p>8:30-10:30 Regency Ballroom</p>	<p><b>BEHAVIOR, ENERGY &amp; CLIMATE CHANGE</b>  <b>Opening Plenary</b></p> <p><b>Welcome:</b> BECC Convening Directors  Carl Blumstein, Director, California Institute for Energy &amp; Environment (CIEE), University of California  Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy (ACEEE)  Jim Sweeney, Director, Precourt Institute for Energy Efficiency (PIEE), Stanford University</p> <p><b>Setting the Stage: Behavior, Energy and Climate Change</b>  Carrie Armel, BECC Conference Co-Chair &amp; Precourt Institute for Energy Efficiency</p> <p><i>Provides an overview of "behavior;" a framework for thinking about the broad array of areas in which it can accelerate climate/energy solutions; and examples of behavioral approaches that can be applied for immediate impact.</i></p> <p><b>Anticipating the Future: Immersive New Media - Evidence and Ideas from the Science of Fun</b>  Byron Reeves, Professor of Communication and Co-Director of the H-STAR Institute  (Human Sciences &amp; Technologies Advanced Research), Stanford University</p> <p><i>Changing deep-rooted behaviors is really hard. Playing collaborative computer games is seriously fun. Change &amp; fun depend on similar ingredients that can be aligned in immersive interactive media. Behavior change while having fun can result. Dr. Reeves will provide some intriguing examples &amp; suggest applications to energy and climate change.</i></p>

MONDAY MORNING, NOVEMBER 17 (CONTINUED)	
10:30-11:00	Coffee Break <span style="float: right;">Host: Itron</span>
11:00-12:30	<b>BEHAVIOR TOPICS 1: Concurrent Sessions</b>
<u>Topic 1A</u> 11:00-12:30 Regency A	<u><b>BEHAVIOR &amp; CALIFORNIA CLIMATE POLICY PANEL</b></u> Moderator: <b>Chris Bowman, Sacramento Bee</b> <ul style="list-style-type: none"> <li>▪ Karen Douglas, Commissioner, California Energy Commission</li> <li>▪ Mike Scheible, Deputy Executive Officer, California Air Resources Board</li> <li>▪ Jim Sweeney, Governor Schwarzenegger's Council of Economic Advisors, Stanford University</li> <li>▪ Martha Brook, Lead for Low Carbon Footprint Buildings, California Energy Commission</li> </ul>
<u>Topic 1B</u> 11:00-12:30 Regency B	<u><b>ENTERTAINMENT &amp; HOLLYWOOD</b></u> Moderator: <b>William Ryerson, Population Media Center</b> <p><b>The Power of the Entertainment Media to Prevent Climate Change</b>  William Ryerson, CEO, Population Media Center</p> <p><b>The Green They Really Love</b>  Brad Markowitz, Independent Filmmaker &amp; President, A Feather Or a Fig, Inc.</p> <p><b>Electronic Games to Prevent Climate Change</b>  Subhi Quraishi, CEO, ZMQ software</p>
<u>Topic 1C</u> 11:00-12:30 Regency C	<u><b>LEVERAGING SOCIAL NORMS</b></u> Moderator: <b>Sharyn Barata, Opinion Dynamics Corporation</b> <p><b>The Constructive, Destructive, and Reconstructive Power of Social Norms</b>  Wesley Schultz, California State University at San Marco</p> <p><b>Individualized Home Energy Reports to Transform Behavior and Supercharge Existing Efficiency Efforts</b>  Alex Laskey, President, Positive Energy</p> <p><b>Creating an Environment for Change, One Campaign at a Time</b>  Jennifer Castleberry, Runyon Saltzman &amp; Einhorn, Inc. Advertising, Social Marketing &amp; Public Relations</p>
<u>Topic 1D</u> 11:00-12:30 Carmel	<u><b>BUILT ENVIRONMENT</b></u> Moderator: <b>David Hungerford, California Energy Commission</b> <p><b>Ranking US Cities' Oil Addiction: Sprawl &amp; Car Commuting Emerging as Main Real Estate Economic Liabilities</b>  Warren Karlzig, President/Founder, Common Current</p> <p><b>Built Environment and Transportation Behavior</b>  Sarah Kavage, Special Projects Manager, Lawrence Frank &amp; Company</p> <p><b>How Building Design Impacts Occupant Behavior</b>  Lisa Heschong, Principal, Heschong Mahone Group</p>
<u>Topic 1E</u> 11:00-12:30 Big Sur	<u><b>BEHAVIOR IN ENERGY MODELING</b></u> Moderator: <b>Skip Laitner, Economic Policy Director, ACEEE</b> <p><b>Using Incentive Preserving Rebates to Increase Acceptance of Critical Peak Electricity Pricing</b>  Robert Letzler, Federal Trade Commission, Bureau of Economics</p> <p><b>Electricity Consumption Efficiency Potential From the Top Down</b>  Anthony Paul, Resources For the Future</p> <p><b>Strategic Insight about Demand Reduction in Energy Scenarios - and What They Miss</b>  Holmes Hummel, Energy and Resources Group, UC Berkeley</p>
12:30-1:45	Lunch

MONDAY AFTERNOON, NOVEMBER 17	
2:00-3:30	<b>BEHAVIOR TOPICS 2: Concurrent Sessions</b>
<p><b>Topic 2A</b> 2:00-3:30 Regency A</p>	<p><b><u>BEHAVIOR-BASED SAVINGS AS AN ENERGY RESOURCE &amp; GHG REDUCTION STRATEGY</u></b>  <b>Moderator: Ed Wisniewski, Consortium for Energy Efficiency</b></p> <ul style="list-style-type: none"> <li>▪ <b>State &amp; International Perspective:</b> Keri Bolding, CPUC/California EE Strategic Plan</li> <li>▪ <b>National Perspective:</b> Maria Tikoff Vargas, ENERGY STAR/EPA</li> <li>▪ <b>Utility Perspective:</b> Lawrence Oliva, Southern California Edison</li> <li>▪ <b>International Perspective:</b> Nick Bridge, Counsellor for Global Issues, British Embassy, Washington, DC</li> </ul> <p><i>To break through to the next level of energy savings and GHG reduction required to address climate change, program administrators and regulators are going to have to seriously look at tapping into behavioral transformation strategies. A panel of program, regulatory and marketing experts will explore what it will take to scale up behavior-based programs to state, national and international levels.</i></p>
<p><b>Topic 2B</b> 2:00-3:30 Regency B</p>	<p><b><u>USING NEW MEDIA TO MOTIVATE ACTION</u></b>  <b>Moderator: Pam Wellner, California Public Utilities Commission</b></p> <p><b>Creating Awareness and Engaging People Through Digital Touch Points</b>  Genesis Capunitan, Management Supervisor, DDB Los Angeles</p> <p><b>Motivating Change through Online Storytelling</b>  Jonah Sachs, Creative Director Free Range Studios</p> <p><b>Engaging Customers in Energy Efficiency Through New and Mainstream Media</b>  Seth Kiner, Director, Customer Experience Management and Marketing, Southern California Edison</p> <p><b>Lights Out San Francisco: Mobilizing Online for On the Ground Action</b>  Nathan Tyler, Executive Director, Lights Out San Francisco</p>
<p><b>Topic 2C</b> 2:00-3:30 Regency C</p>	<p><b><u>LESSONS FROM PUBLIC HEALTH</u></b>  <b>Moderator: June Flora, Lucille Packard Children's Hospital</b></p> <p><b>Climate Change as a Threat to Human Health</b>  George Luber, Associate Director for Climate Change, National Center for Environmental Health, CDC</p> <p><b>Lessons from the Tobacco Control Movement</b>  Michael Eriksen, Professor, Georgia State University</p> <p><b>Changing People, Changing Policies: A "Social-Ecological" Public Health Framework for Climate Change</b>  Ed Maibach, Center for Climate Change Communication, George Mason University</p>
<p><b>Topic 2D</b> 2:00-3:30 Carmel</p>	<p><b><u>DIFFUSION OF INNOVATIONS: FROM IDEAS TO ACTION</u></b>  <b>Moderator: Craig Boice, Boice, Dunham Group</b></p> <p><b>Creating Social Epidemics: Using Diffusion Theory to Promote Innovation Adoption &amp; Sustained Behavior Change</b>  Corinne Shefner-Rogers, University of New Mexico School of Medicine</p> <p><b>EE/DR Technology: If You Build Diffuse It, They Will Come</b>  Christine Geltz, President, Geltz Communications, Inc.</p>
<p><b>Topic 2E</b> 2:00-3:30 Big Sur</p>	<p><b><u>CARBON FOOTPRINTS &amp; BUDGETS</u></b>  <b>Moderator: Jim Morris, Carnegie Mellon University</b></p> <p><b>Reducing Our Food Carbon Footprint: Attitudes and Procurement Strategies in Institutional Food Service</b>  Gail Feenstra and Sonja Brodt, Agricultural Sustainability Institute, UC Davis</p> <p><b>CoolCalifornia.org: A Statewide Tool to Foster Significant, Voluntary Behavior Change</b>  Annalisa Schilla, California Air Resources Board</p> <p><b>Budgeting Personal Carbon Emissions</b>  Yael Parag, Environmental Change Institute, Oxford University Center for the Environment</p>
3:30-4:00	Break

<b>MONDAY AFTERNOON, NOVEMBER 17 (CONTINUED)</b>	
<b>4:00-5:30</b>	<b>ROUNDTABLES &amp; PANEL DISCUSSIONS</b>
4:00-5:30 Regency A	<p><b><u>PANEL - UNDERSTANDING THE ENERGY EFFICIENCY ECOSYSTEM: AN OVERVIEW FOR SOCIAL SCIENTISTS &amp; POLICYMAKERS</u></b>  <b>Moderator: Monica Nevius, Consortium for Energy Efficiency</b></p> <ul style="list-style-type: none"> <li>▪ Marian Brown, Southern California Edison</li> <li>▪ Bruce Cenicerros, Sacramento Municipal Utility District</li> <li>▪ Sara Van de Grift, Wisconsin Focus on Energy</li> <li>▪ Mike Sherman, Massachusetts Division of Energy Resources</li> <li>▪ Rafael Friedmann, Pacific Gas &amp; Electric</li> </ul> <p><i>This session will provide an overview and framework for understanding the different types of institutional and regulatory milieus in which publicly funded energy efficiency programs operate, and their implications for program approaches grounded in behavior and the social sciences.</i></p>
4:00-5:30 Regency B	<p><b><u>FILM - SISTERS ON THE PLANET</u></b>  <b>Moderator: Aimee Christensen, Christensen Global Strategies</b></p> <p><i>Climate change is already having a disproportionate impact on people in poor communities and it's hitting women the hardest. This session will screen a short movie produced by Oxfam about how four inspirational women around the world are fighting back against climate change followed by a moderated discussion about climate change strategies.</i></p>
4:00-5:30 Regency C	<p><b><u>PANEL - COMMERCIALIZATION: BRIDGING THE GAP BETWEEN TECHNOLOGY RESEARCH &amp; PRIVATE SECTOR INVESTMENT</u></b>  <b>Moderator: Peter Ward, California Energy Commission</b></p> <ul style="list-style-type: none"> <li>▪ Jim Robbins, Environmental Business Cluster</li> <li>▪ Jim Gollub, ICF International</li> <li>▪ Marty Murphy, National Renewable Energy Laboratory</li> </ul> <p><i>The rapid adoption of new clean technologies is essential to help address climate change. This session will examine why there is a "Valley of Death" between existing applied research funding and private sector investments for those developing environmental technology and will describe successful ways to accelerate clean tech commercialization.</i></p>
4:00-5:30 Carmel	<p><b><u>PANEL - LOCAL GOVERNMENT PARTNERSHIPS FOR A SUSTAINABLE FUTURE</u></b>  <b>Moderator: Nancy Jenkins, Southern California Edison</b></p> <ul style="list-style-type: none"> <li>▪ <b>Building an Energy Efficiency Ethic:</b> Marjorie Hamilton, Southern California Edison</li> <li>▪ <b>Leading by Example:</b> Dan Iwata, City of Monrovia</li> <li>▪ <b>Palm Desert Partnership Demonstration Project:</b> Pat Conlon, City of Palm Desert</li> <li>▪ <b>Measuring the Effectiveness of Energy Efficiency Partnerships:</b> Carol Yin, EM&amp;V Consultant</li> </ul> <p><i>A panel of utility program managers and city leaders will describe their partnership approach, social marketing efforts and other sustainability strategies to reduce energy and GHG emissions. They will discuss social science principles that underlie activities, review best practices and evaluation findings and lead a discussion on how local government partnerships can motivate behavioral changes.</i></p>
4:00-5:30 Big Sur	<p><b><u>PANEL - BEHAVIOR, EVALUATION &amp; COST-EFFECTIVENESS METRICS</u></b>  <b>Moderator: Carl Blumstein, California Institute of Energy &amp; Environment</b></p> <ul style="list-style-type: none"> <li>▪ Robert Knight, Bevilacqua-Knight, Inc.</li> <li>▪ Joy Morgenstern, California Public Utility Commission</li> <li>▪ Jim Perich-Anderson, Pacific Gas and Electric Company</li> </ul> <p><i>This session explores needs and means for changing the ways we measure and value the effectiveness of energy efficiency, demand response and climate initiatives by considering the complexity, multiple stakeholders and behavioral aspects of this work.</i></p>

## MONDAY AFTERNOON, NOVEMBER 17 (CONTINUED)

4:00-5:30

### ROUNDTABLE DISCUSSIONS

4:00-5:30

Regency  
Ballroom

#### SMALL GROUP, INFORMAL ROUNDTABLE DISCUSSIONS

**Session Organizer: Karen Ehrhardt-Martinez, BECC Co-Chair, ACEEE**

*These small, informal discussion groups allow participants to discuss topics of mutual interest. Select one of the topics from the following list and note the corresponding table number. (More complete descriptions are available on the conference website.) Find the table with your topic number. Discussions will be convened and facilitated by a moderator who will introduce the topic, provide a framework for discussion and facilitate participation.*

#### Table

1. **How Can Time-of-Use Metering and Targeted Feedback Be Used to Change Energy Consumption Behaviors?**  
Moderator: Martin Bunzl, Rutgers University
2. **What Can Free Riders and Other Program Experiences Tell Us about Business Perspectives on Energy Efficiency?**  
Moderator: Paula Coutz, Northeast Utilities
3. **What are the Best and Worst Methods for Reducing Energy Consumption in Small Cities and Communities?**  
Moderator: Paul Craig, Sierra Club
4. **The Challenge of Promoting Conservation: Why Aren't We Talking about Changing Consumption Behavior?**  
Moderator: Rick Diamond, LBNL
5. **Better Survey Design: How Can We Be More Effective at Measuring Energy Literacy and Identifying Barriers?**  
Moderator: Gwendolyn Farnsworth, E Source
6. **Making the Case: What are the Best Means of Measuring and Evaluating the Success of Behavior-Oriented Initiatives?**  
Moderator: Susan Fischer, California Air Resources Board
7. **How are Energy Consumption Patterns in the US Unique and How Might Cross-National Comparisons Inform Our Strategies for Change?**  
Moderator: Kathryn Janda, Environmental Change Institute, Oxford University
8. **What are the Best Means of Marketing Climate Change to Today's Youth?**  
Moderator: Brian Keane, Smart Power
9. **Changes in Industrial Investment Patterns & New Decision-Making Models: What Are the Implications for Efficiency?**  
Moderator: Skip Laitner, ACEEE
10. **Bias Toward Capital Investments: Are We Underestimating the Cost-Effectiveness of Behavior Change Strategies?**  
Moderator: Peter Meyer, E.P. Systems Group, Inc.
11. **Getting Efficiency on the Radar: How Can We Effectively Appeal to Commercial Customers?**  
Moderator: Curt Nichols, Idaho Power
12. **How Can New Virtual World Technologies be Used to Increase EE & RE Adoption?**  
Moderator: Grant Ricketts, LearningGovernance.com
14. **What are Effective Ways of Integrating Building Design, Technology & Behavior to Maximize Energy Savings?**  
Moderator: Beth Savan, University of Toronto Sustainability Office
15. **What are the Best Means of Developing Cost-Effective Carbon Management Solutions for Businesses?**  
Moderator: Mark Schaffer, Supply Chain Consulting US
16. **How Can Local Governments Use New Tools to Increase Their Effectiveness in Climate Policy Making?**  
Moderator: Kif Scheuer, Strategic Energy Innovations
17. **How Do We Transform Youth Enthusiasm into Climate Conscious Action?**  
Moderator: Annalisa Schilla, California Air Resources Board
18. **How Much Can Consumers Do to Reduce Energy Consumption & When Should Other Actors Be Targeted?**  
Moderator: Bin Shui, Joint Global Change Research Institute
19. **What are the Best Means of Motivating & Mobilizing Individual & Corporate Action on Climate Change?**  
Moderator: Noel Vietor, Saachi & Saatchi
20. **How Can Medical Models Be Applied as a Means of Breaking Our Addiction to Energy?**  
Moderator: Michael Williams, PRC International

5:30-on

Free time. You are on your own for dinner.

## MONDAY EVENING, NOVEMBER 17 – *For those still going strong!*

8:00-9:00

### FILMS, POPCORN & INFORMAL MEETINGS

*Check the bulletin board at the BECC Conference Desk for topics & locations*



<b>TUESDAY MORNING, NOVEMBER 18</b>	
<b>7:30-8:30AM</b>	<b>Continental Breakfast &amp; Registration</b> <span style="float: right;">Host: ICF International</span>
<b>PLENARY PANEL</b>  8:30-10:30 Regency Ballroom	<p><b><u>POINTS OF LEVERAGE ON CLIMATE CHANGE</u></b>  <b>Moderator: Felicity Barringer, National Environmental Reporter, New York Times</b></p> <p><b>Policy: The Honorable Phil Sharp</b>, President, Resources for the Future; former US Representative  <b>Faith: Susan Stephenson</b>, Executive Director, The Regeneration Project  <b>Labor: Chris Chafe</b>, Executive Director, Change to Win  <b>Business: Aimee Christensen</b>, Founder/CEO, Christensen Global Strategies  <b>Youth: Jessy Tolkan</b>, Executive Director, Energy Action Coalition</p> <p><i>This panel brings together an extraordinary group of individuals representing varying perspectives and communities. They will explore the breadth &amp; depth of behavior strategies to address climate change and propose new directions.</i></p>
<b>10:30-11:00</b>	<b>Break</b>
<b>11:00-12:30</b>	<b>BEHAVIOR TOPICS 3: Concurrent Sessions</b>
<b>Topic 3A</b> 11:00-12:30 Regency A	<p><b><u>GREEN JOBS &amp; WORKPLACES</u></b>  <b>Moderator: Teri Duncan, Bonneville Power Administration</b></p> <p><b>Greening Your Building Toward the Bottom Line</b>  Craig Sheehy, President/CEO, Envision Reality Services</p> <p><b>Green Collar Jobs: Building Pathways Out of Poverty and Careers in the Clean-Energy Economy</b>  Ian Kim, Director, Green-Collar Jobs Campaign, Ella Baker Center for Human Rights</p> <p><b>Mojo in the Workplace - The Importance of Culture in Retaining Good People</b>  Margie Harris, Executive Director, Energy Trust of Oregon, Inc.</p>
<b>Topic 3B</b> 11:00-12:30 Regency B	<p><b><u>BRANDING</u></b>  <b>Moderator: Tim Gnatek, Blue Practice</b></p> <p><b>What Is a Brand, What It Is Not and What We Can Learn from the Great Brands</b>  Tom Zara, Executive Director of Strategy, Interbrand</p> <p><b>Building and Leveraging a Green Brand: ENERGY STAR Now and in the Future</b>  Maria Tikoff Vargas, Brand Manager, ENERGY STAR Program, US Environmental Protection Agency</p> <p><b>Communicating a Green Brand to Consumers</b>  Scott Radcliffe, VP of Consumer Branding and Sustainability, Cohn and Wolfe</p>
<b>Topic 3C</b> 11:00-12:30 Regency C	<p><b><u>APPLYING DESIGN THINKING TO ACCELERATE CLIMATE SOLUTIONS</u></b> (repeat)  <b>Banny Banerjee, Academic Director Stanford Design Program, Stanford University</b>  <b>Bill Burnett, Executive Director, Stanford Design Program, Stanford University</b></p> <p><i>The directors of the Stanford Design Program will run an interactive workshop illustrating how design techniques such as rapid prototyping can improve technologies and programs and accelerate their implementation and adoption. (The speakers request that no one join the session after it has started and the doors are closed.)</i></p>
<b>Topic 3D</b> 11:00-12:30 Carmel	<p><b><u>BEHAVIOR ASSUMPTIONS UNDERLYING EE PROGRAMS &amp; POLICIES</u></b>  <b>Moderator: Ed Vine, California Institute for Energy and Environment</b></p> <p><b>Assumptions Underlying Residential Programs</b> - Loren Lutzenhiser, Portland State University  <b>Assumptions Underlying Non-Residential Programs</b> - Michael Sullivan, Freeman, Sullivan &amp; Co.  <b>Assumptions in Energy Efficiency Potential Studies</b> - Mithra Moezzi, Ghoulem Research  <b>Assumptions and Non-Energy Impacts</b> - Lisa Skumatz, SERA, Inc.  <b>Reactions from a Policymaker</b> - Pam Wellner, California Public Utilities Commission</p>
<b>Topic 3E</b> 11:00-12:30 Big Sur	<p><b><u>SOCIAL NETWORKS</u></b>  <b>Moderator: Marsha Walton, New York State Energy Research &amp; Development Authority</b></p> <p><b>Changing the Dream of the Modern World</b>  James Cole, California Institute for Energy and Environment</p> <p><b>From the Grassroots Up: Lessons Learned and Behavioral Impacts of The Climate Project</b>  Dune Ives, Milepost Consulting &amp; The Climate Project and Amy Stork, Stork Marketing</p> <p><b>UU Low Carbon Challenge: Don't Try This Diet Alone</b>  Rev. Lindi Ramsden, Unitarian Universalist Legislative Ministry, CA</p>

TUESDAY AFTERNOON, NOVEMBER 18	
12:30	Lunch
<b>KEYNOTE</b> 1:30-2:15 Regency A-B-C	<u><b>AMPLIFYING ENERGY EFFICIENCY TECHNOLOGIES THROUGH HUMAN-CENTERED DESIGN</b></u> <b>Keynote: David E. Rodgers, Deputy Assistant Secretary for Energy Efficiency, US DOE</b> <i>David Rodgers manages US DOE Energy Efficiency and Renewable Energy portfolio of energy efficiency programs including industrial, buildings, and vehicle technologies.</i>
2:30-4:00	<b>BEHAVIOR TOPICS 4: Concurrent Sessions</b>
<u><b>Topic 4A</b></u> 2:30-4:00 Regency A	<u><b>BEHAVIOR AND FUTURE LEGISLATION</b></u> <b>Moderator: Jim Sweeney, Precourt Institute for Energy Efficiency, Stanford University</b> <b>Behavior and Climate Legislation</b> John Dernbach, Widener University Law School <b>Catalysts for Innovative Behavior: Encouraging Greater Innovation in the Production of Energy-Efficient Technologies and Services</b> , Skip Laitner, American Council for an Energy-Efficient Economy <b>The Behavioral Wedge: The Potential for Short-Term Reductions in Greenhouse Gas Emissions from Household Behavioral Change in the United States</b> , Paul Stern, The National Academies
<u><b>Topic 4B</b></u> 2:30-4:00 Regency B	<u><b>SEGMENTATION</b></u> <b>Moderator: Loren Lutzenhiser, Portland State University</b> <b>Segmentation Overview</b> Loren Lutzenhiser, Professor, Portland State University <b>Putting It on the Ground: Segmenting with the End in Mind</b> Bill Guns, President and CEO, SRI Business Intelligence <b>Segmentation Based on Energy Attitudes and Behaviors</b> Marc Pedersen, BC Hydro
<u><b>Topic 4C</b></u> 2:30-4:00 Regency C	<u><b>BUSINESS</b></u> <b>Moderator: Roland Risser, Pacific Gas and Electric</b> <b>IT Innovation and Energy-Efficient Computing Driving an Overall Sustainable Economy</b> Allyson Klein, Intel Corporation <b>Understanding Behavioral Savings in the Commercial Sector</b> Iris Sulyma, BC Hydro <b>Northeast Business Leaders for Efficiency Tell Their Stories to Motivate Others to Action</b> Bethany Vasecka, Northeast Energy Efficiency Partnerships <b>Strategic Fit of Energy-Efficiency Investments</b> Catherine Cooremans, University of Geneva HEC
<u><b>Topic 4D</b></u> 2:30-4:00 Carmel	<u><b>FEEDBACK TECHNOLOGIES</b></u> <b>Moderator: Carrie Armel, Precourt Institute for Energy Efficiency, Stanford University</b> <b>An Overview of Feedback Tools that Leverage Smart Meters</b> Kat Donnelly, Massachusetts Institute of Technology <b>UbiGreen: Using Mobile Phones as a Persuasive Technology to Affect Daily Transportation Practices</b> Jon Froehlich, University of Washington <b>Creating Behavior Change Through Residential Dashboards</b> Matthew Smith, Greenbox Technology Inc.
<u><b>Topic 4E</b></u> 2:30-4:00 Big Sur	<u><b>BEHAVIOR ECONOMICS &amp; DECISION SUPPORT</b></u> <b>Moderator: Randy Chinn, Committee on Energy, Utilities &amp; Communications, CA State Senate</b> <b>Understanding "Predictably Irrational" Influences on Saving Energy &amp; the Planet</b> Linda Dethman, Dethman & Associates <b>Paying for Climate Change: Applying Behavioral and Political Economics to Climate Policy</b> Benjamin Ho, Cornell University <b>Climate-Related Decision Support: Research Needs and Opportunities</b> Martha Krebs, California Energy Commission
4:00-5:00	Networking & Free Time: Poster Session Set-up
5:00-7:00	<b>POSTER SESSION &amp; RECEPTION</b>

<b>WEDNESDAY MORNING, NOVEMBER 19</b>	
<b>7:30-8:30AM</b>	<b>Continental Breakfast &amp; Registration</b> <span style="float: right;">Host: Positive Energy</span>
<b>8:30-10:00</b>	<b>BEHAVIOR TOPICS 5: Concurrent Sessions</b>
<u><b>Topic 5A</b></u> <b>8:30-10:00</b> Regency A	<u><b>WASHINGTON PERSPECTIVES</b></u> <b>Moderator: Rick Diamond, Lawrence Berkeley Laboratory</b> <b>Behavior and Future Policy</b> Lindsay Roland, US Department of Energy <b>The Behavior Side of Greening the Capitol</b> Dan Beard, Chief Administrative Officer, US House of Representatives <b>Mountain Movers: Creating Real Change From The Bottom Up at DOD</b> Mitzi Wertheim, CNA Corp., former Deputy Under Secretary of the Navy
<u><b>Topic 5B</b></u> <b>8:30-10:00</b> Regency B	<u><b>MARKETING &amp; MESSAGES</b></u> <b>Moderator: Marian Brown, Southern California Edison</b> <b>Behavior Change for the Climate: Is the Public Thinking What We're Thinking?</b> Ingo Bensch, Energy Center of Wisconsin <b>California's Plan to Engage Consumers in Efficiency - Integrated Statewide Marketing and Outreach to Maximize Energy Savings:</b> Keri Bolding, California Public Utilities Commission <b>Using Social Marketing Principles to Develop an Authentic &amp; Differentiated Message in a Green-Washed Marketplace:</b> Anne Dougherty, Opinion Dynamics Corporation <b>Changing Behavior of Individuals &amp; Communities - Motivating &amp; Mobilizing, Social Norms, Networking, Marketing:</b> Melissa Keane, Marketing Drive & Bryan Cohen, Colehour & Cohen
<u><b>Topic 5C</b></u> <b>8:30-10:00</b> Regency C	<u><b>CULTURE, VALUES &amp; IDENTITY</b></u> <b>Moderator: Karen Ehrhardt-Martinez, American Council for an Energy-Efficient Economy</b> <b>It's Not About New Technologies or Policies - It's About New Thinking</b> Bob Doppelt, University of Oregon <b>An Ethnographic Approach to New Product Development</b> Barbara Wingate, Pacific Gas & Electric Company <b>Visualizing Energy Efficiency</b> Harvey Sachs, American Council for an Energy-Efficient Economy
<u><b>Topic 5D</b></u> <b>8:30-10:00</b> Regency D	<u><b>ORGANIZATIONAL BEHAVIOR</b></u> <b>Moderator: Ken Tiedemann, BC Hydro</b> <b>Change Happens: An Integrated Approach for Harnessing the Forces of Change at Individual, Organizational and Societal Scales,</b> Jagoda Perich-Anderson, JPA Associates <b>Greens, Suits and Bureaucrats: Inter-organizational Networks in Energy Efficiency</b> Rachael Shwom, Michigan State University <b>Organizational Behavior &amp; Supply Chain Carbon Outcomes - Which Behaviors Should Be Targeted?</b> Ryan Schuchard, Business for Social Responsibility
<u><b>Topic 5E</b></u> <b>8:30-10:00</b> Regency E	<u><b>FEEDBACK PROGRAMS PANEL</b></u> <b>Moderator: Diane Ferington, Energy Trust of Oregon</b> <b>Use of Feedback Devices for Energy Efficiency: A Panel on Three Programs' Experiences</b> <ul style="list-style-type: none"> <li>▪ Kate Scott, Energy Trust of Oregon</li> <li>▪ Janis Erickson, SMUD</li> <li>▪ David MacLellan, NSTAR Electric &amp; Gas Corporation</li> </ul>
<u><b>Topic 5F</b></u> <b>8:30-10:00</b> Regency F	<u><b>DEMAND RESPONSE &amp; ENERGY MANAGEMENT</b></u> <b>Moderator: Bob Collins, Ontario Power Authority</b> <b>Understanding Residential and Small Commercial Customer Behavior and Demand Response</b> Jane Peters, Research into Action & Karen Herter, Heschong Mahone Group <b>Cost, Consumption, or Carbon? Feedback and Motivation in Residential Demand Response</b> Therese Peffer, UC Berkeley <b>Better Bricks: Stimulating Demand and Supply of Energy Efficient Products and Services in the Marketplace</b> Skip Schick, Northwest Energy Efficiency Alliance (NEEA) <b>Reaching and Influencing the Affordable Housing Rehab Market</b> Julieann Summerford, Heschong Mahone Group, Inc.



<b>WEDNESDAY MORNING, NOVEMBER 19 (CONTINUED)</b>	
<b>10:00-10:30</b>	<b>Coffee Break</b> <span style="float: right;">Host: California Department of Conservation</span>
<b>10:30-12:00</b>	<b>BEHAVIOR TOPICS 6: Concurrent Sessions</b>
<b>Topic 6A</b> 10:30-12:00 Regency A	<p><b><u>CITIES</u></b>  <b>Moderator: Mark Bekkering, City of Toronto Environment Office</b>  <b>COOLCITIES.US: Volunteers Successfully Inducing Change</b>  Paul Craig, Sierra Club (National)  <b>The City of Berkeley's Clean Energy Municipal Financing Program</b>  Merrian Fuller, UC Berkeley Renewable and Appropriate Energy Laboratory  <b>Climate Policy at the Local Level: A Survey of California's Communities</b>  Ellen Hanak, Public Policy Institute of California  <b>How Juneau, Alaska, Cut Its Electricity Use Over 30% in a Few Weeks</b>  Alan Meier, UC Davis Energy Efficiency Center</p>
<b>Topic 6B</b> 10:30-12:00 Regency B	<p><b><u>FRAMING &amp; CONTEXT</u></b>  <b>Moderator: Valerie Richardson, KEMA</b>  <b>Man on the Street: How Smart Are We?</b>  Bill LeBlanc, Boulder Energy Group &amp; E Source  <b>Reaching the Next Generation: Impacts of the Creative Community on Youth Culture and Climate Solutions</b>  Alison Wise, National Renewable Energy Laboratory-Strategic Energy Applications &amp; Analysis Center  <b>Family Dynamics and Environmental Action</b> Connie Roser-Renouf, Center for Climate Change Communication,  George Mason University &amp; June Flora, Cgnet Services International</p>
<b>Topic 6C</b> 10:30-12:00 Regency C	<p><b><u>CONSUMPTION &amp; LIFESTYLE</u></b>  <b>Moderator: Sylvia Bender, California Energy Commission</b>  <b>What Would Motivate Consumers to Change? Stories about Reducing and Replacing Gasoline and Diesel</b>  Ken Kurani, Institute of Transportation Studies, UC Davis  <b>Overuse of Cooling Resources in Retail Establishments, or Why Do We Bring Sweaters to the Movies in the Summer</b>, Michael Mendelsohn, Western Resource Advocates  <b>Optimizing HVAC Programming Behavior Remotely to Enhance Energy Efficiency and Demand Response: A Residential Field Study</b>, John Steinberg, EcoFactor</p>
<b>Topic 6D</b> 10:30-12:00 Regency D	<p><b><u>BUSINESS DECISION CHAINS</u></b>  <b>Moderator: Jim Parks, Sacramento Municipal Utility District</b>  <b>Addressing Carbon Neutrality in Architectural Practice</b>  Nicholas Rajkovich, Pacific Gas &amp; Electric Company  <b>New Frontiers in Industrial Energy Savings</b>  Parminder Sandhu, Willis Energy Services Ltd. and Dennis Fitzgerald, DJF Consulting Ltd.  <b>When End-Users Don't Decide: Supply-Chain Behavior and the Diffusion of Energy-Efficient Technologies</b>  Amy Wolfe, Oak Ridge National Laboratory</p>
<b>Topic 6E</b> 10:30-12:00 Regency E	<p><b><u>TRANSPORTATION</u></b>  <b>Moderator: Elise Keddie, California Air Resources Board</b>  <b>Confusion of Innovations: Exploring the Adoption of "Green Cars"</b>  Jonh Axsen, UC Davis, Plug-in Hybrid Electric Vehicle (PHEV) Center  <b>Non-Economic Response to Vehicle Purchase Incentives</b>  Therese Langer, American Council for an Energy-Efficient Economy  <b>Fighting the Single Occupancy Vehicle</b>  James Morris, Carnegie Mellon University  <b>California Clean Mobility Partnership (CCMP): Behavior &amp; User Analysis of Plug-in Hybrid Vehicles &amp; Fuel Cell Vehicles</b>, Rachel Finson, Transportation Sustainability Research Center, University of California, Berkeley</p>
<b>Topic 6F</b> 10:30-12:00 Regency F	<p><b><u>COLLEGES &amp; COMPETITIONS</u></b>  <b>Moderator: Merrilee Harrigan, Alliance to Save Energy</b>  <b>Green Campus 101: Harnessing ENERGY for Change</b>  Renee Lafrenz, Alliance to Save Energy's Green Campus Program  <b>A Case Study of Vanderbilt University's "ThinkOne" Energy Conservation Campaign</b>  Amanda Carrico, Vanderbilt University and Manuel Riemer, Wilfrid Laurier University, Ontario</p>

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