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**Abstract:** Applying the Human Factor to Canada’s Energy Future: Behaviour Assumptions in National Energy Modeling

In support of its mandate as the federal regulator for Canada’s international and interprovincial aspects of the oil, gas and electric utility industries, the National Energy Board (NEB) collects and analyzes information about Canadian energy markets. The Board publishes on-going market assessment reports including long term supply and demand forecasts. This work has contributed to the National Energy Board’s reputation as a highly respected, much cited, primary source of energy information. The NEB released its latest major supply and demand report entitled Canada’s Energy Future – Reference Case and Scenarios to 2030 in November 2007. The report offers the advantage of having energy consumer behaviour modeled within the context of all major energy modeling inputs, including world energy prices, economic growth, and climate change policy. In order to model energy demand, scenarios storylines were developed that created clearly delineated paths based on a series of related assumptions. These assumptions include impact from technological change, operating environment, and behaviour shifts. National Energy Board analysis is synonymous to qualitative research; however, energy demand forecasting is full of subjective assumptions related to human behaviour. This presentation reviews how behaviour and attitude factors were derived, and how these are applied as part of scenario characterization. The presentation will include new indicators for upcoming analysis and how they differ from previous reports.