



## 2009 Behavior, Energy and Climate Change Conference

Washington, D.C.  
November 15<sup>th</sup> – 18<sup>th</sup>

*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.*

Visit [www.BECCconference.org](http://www.BECCconference.org) for more information.

The 2009 BECC Conference is the **3rd annual conference** focused on accelerating our transition to an energy-efficient and low carbon economy through an improved understanding and application of social and behavioral mechanisms of change. This year's conference will build on the overwhelming success of the 2008 BECC Conference in which **more than 700 participants** discussed successful program strategies, shared innovative research findings, and built dynamic new networks and means of collaboration. As in previous years, the BECC conference will bring together people from across the nation and around the world to **share the latest insights, research, and experiences pertaining to behavior, energy and climate change.**

### ***New to the 2009 BECC Conference:***

- \* **Location:** Marriott Wardman Park, Washington, D.C.
- \* **Content:** Spotlight Research Topics
- \* **Events:** Post-Conference Hill Briefing and Other Interactive Side Events

The conference is attended by a diverse group of energy experts, social scientists, and policymakers who gather to discuss the social and behavioral basis for, and practical implementation of, reducing energy use through the adoption and application of more energy-efficient technologies, energy conservation activities, and lifestyle changes.

For the first time ever, this year's BECC conference will be held in the nation's capital. Compared with past years, we anticipate that the East Coast setting will draw an even larger international audience. In addition, we plan to expand on past conference events by organizing a post-conference Hill briefing, Congressional testimony, and a number of other side events.

***We invite you to contribute your most innovative work on Behavior, Energy and Climate Change:*** Abstracts can be submitted online until April 24, 2009.





**November 15 - 18, 2009**  
**BEHAVIOR, ENERGY &  
CLIMATE CHANGE CONFERENCE**  
Wardman Park Marriott, Washington, D.C.

**Conference Topics** (partial list)

- Behavior and technology— design, adoption, and use
- Motivating individual and collective action
- Behavior and policy design and regulation
- Insights from anthropology, sociology, psychology, and public health research
- Increasing program participation and effectiveness
- Incorporating behavior in energy potential studies
- Segmentation and strategic targeting
- Media, messages and messengers
- Global perspectives
- Behavior in organizations – business, governments and communities
- Leveraging the Internet and new media
- Impacts of changing lifestyles on energy use
- Social norms and networks
- Behavioral economic models and behavior metrics
- Social marketing and other behavior change strategies
- Attitudes, opinions and public will

*The third annual national conference focused on understanding the behavior and decision-making of individuals and organizations and using that knowledge to help accelerate our transition to an energy-efficient and low-carbon economy.*

**Conference Goals**

- Identify key lessons & specific areas where behavior research can contribute to energy/climate solutions
- Facilitate interaction, exchange & collaboration among decision-makers, opinion leaders & researchers
- Encourage integration of behavior perspectives in technology, policy & program strategies
- Expand support for behavior & social science research

**Key Themes – Using Behavior Knowledge to Meet the Climate Challenge**

- Accelerate technology solutions – design, commercialization, adoption and appropriate, on-going use
- Make policies and programs more effective and less costly
- Produce climate positive actions and decisions by individuals and organizations
- Improve assumptions and analytic models on which policies and programs are based

**Participants – A Broad Mix**

- Policy makers from US Congress, federal agencies, state legislatures, regulatory agencies, cities
- Researchers from universities/organizations (anthropology, psychology, sociology, policy, economics, energy)
- Program decision-makers & implementers from utilities, agencies, community organizations
- Influencers from media, communications, business, non-profit groups
- International participants from around the globe

**Program**

- More than 100 speakers from universities, government, communications, utilities, business, non-profits
- 4 plenary sessions and 30 topic sessions covering a broad range of behavior issues
- Mix of invited speakers and presenters selected through a competitive abstract process
- Poster session and two receptions and numerous networking opportunities

**Registration & Hotel**

- Online registration: [www.BECCconference.org](http://www.BECCconference.org)
- Hotel: Marriott Wardman Park, Washington, DC (for discounted rates mention “BECC”)

**Convening Organizations**

- California Institute for Energy and Environment, University of California
- Precourt Energy Efficiency Center, Stanford University
- American Council for an Energy-Efficient Economy