

Congressional Briefing

Social Science Insights for Energy Efficiency: Accelerating and Deepening Energy Savings at the DOE

Monday, October 5, 2009
1:30-5:00 pm
122 Cannon
Washington, DC 20024

Agenda

- 1:30 **Welcome** and Opening Comments: **Rep. Brian Baird**
- 1:45 **Panel 1:** What are the social and behavioral dimensions of energy use and how large are potential savings? (3 presentations 15-20 minutes each (45-60 minutes) plus 15-30 minutes of discussion)
- Moderator:** **Edward Maibach**, Director, Center for Climate Change Communication, George Mason University
- Speakers:** *The Behavior Continuum and Potential Energy Savings*
John A. “Skip” Laitner or Karen Ehrhardt-Martinez, ACEEE
- Breaking Down Barriers to Energy-Efficient Behaviors*
Hannah Granade, Principal, McKinsey and Company
- Designing Effective Policies using Social Science Insights*
Paul Stern, National Research Council
- 3:00 **Break and Refreshments**
- 3:30 **Panel 2:** Innovative Examples of Successful and/or Promising Initiatives (3 presentations 15-20 minutes each (45-60 minutes) plus 15-30 minutes for discussion)
- Moderator:** **Elizabeth Malone**, University of Maryland
- Speakers:** *The More than a Million Program – Commercial Sector Energy Savings*
Duane Larson, Director, Energy Efficiency Portfolio Implementation. PG&E
- Empowering Consumers to Save with Feedback Devices*
Kat Donnelly, President, Empower Devices
- Setting Standards through the Power of Social Norms*
Alex Laskey, Founder, Positive Energy
- 4:45 **Closing Comments:** **Jerry Dion**, Building Technologies Program, EERE, DOE
- 5:00 **Adjourn**