

Sunday, August 17, 2014

ACEEE Summer Study at Asilomar, California

## Co-Chair's Welcome Welcome to the 18th Biennial ACEEE Summer Study on Energy Efficiency in Buildings



**Sila Kiliccote,**  
Lawrence Berkeley  
National Laboratory

The 2014 Summer Study is the 18th biennial ACEEE conference on Energy Efficiency in Buildings, and provides another opportunity for those passionate about this multi-disciplinary field to pause, immerse themselves, reflect, and set new directions.

So where are we anyway? Here in the U.S. we appear to be finally pulling out of one of the longest economic recessions on record. Growing domestic production of natural gas at relatively low prices is helping a rebirth in the manufacturing sector, and enabling a shift away from more carbon-intensive fuels such as coal for electricity generation. This, as well as improved efficiency of energy use in buildings and transportation, plus declining costs of renewable power, are helping to stabilize U.S. energy-related carbon dioxide (CO<sub>2</sub>) emissions.

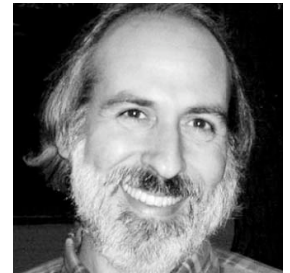
There is much to be upbeat about but challenges remain. Although not every thinking person believes man-made climate change is happening, agreement appears unanimous that relocation or major rehabilitation of communities and infrastructure would carry a hefty price tag if it were necessary. Even non-believers in climate change understand the importance of insurance in their daily lives. In this context, building energy efficiency is a relatively low-cost form of insurance.

The theme of this year's Summer Study is "The Next Generation: Reaching for High Energy Savings." Global

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## Director's Welcome Standing at a Crossroads

I would like to welcome all of you to the 18th biennial ACEEE Summer Study on Energy Efficiency in Buildings. We've been hosting this conference since 1980 and it has become *the place* to learn about the latest developments in energy efficiency research and programs related to buildings, as well as to discuss ideas for future endeavors. I encourage all of you to take advantage of the breadth of topics covered and the broad array of people attending to explore new ideas and meet new people, helping to engender the development of new strategies that can help building efficiency efforts to grow and thrive.



**Steve Nadel**  
Executive Director, ACEEE

I also wanted to note that this is a particularly interesting time for the Summer Study as we stand at a crossroads on several important issues. First, in June of this year EPA released a draft proposal for regulation of carbon dioxide emissions from existing power plants which includes significant use of energy efficiency as a low-cost emissions reduction strategy. Under this proposal, EPA projects that savings from energy efficiency programs will roughly double on average from current levels. This proposal is being hotly debated, with the debate likely to continue until EPA issues a final rule (due in June 2015), and even beyond (court challenges are all but guaranteed). Second, there is growing discussion about the future of the utility industry and the major changes facing that industry. This will be the topic of our Monday night plenary and is also the topic of a June 2014 ACEEE report, *The Future of the Utility Industry and the Role of Energy Efficiency*.

Third, there is a growing schism about the role of government being driven by "the-government-should-leave-me-alone" crowd. On the one hand, this schism is preventing Congress from passing any energy-related legislation. And where this crowd is in control, they have rolled back efficiency policies such as in Ohio and Indiana. (However, the rollback is largely in name only as most of the utilities in these states are largely continuing

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## Co-Chair's Welcome continued

overnight implementation of the highest energy savings possible from building energy efficiency may not be enough to mitigate climate change, but such a strategy would likely cost less than even a modest number of community and infrastructure relocations or major rehabs. As Co-Chairs we believe the Summer Study community is among the world's most capable communities for figuring out how to achieve the highest energy savings possible from building energy efficiency.

Living standards — including improved comfort, lighting, food preservation, and other amenities in buildings — will rise in the developing world. This will impact energy-related carbon dioxide (CO<sub>2</sub>) emissions. For example, with a population 4.3 times greater than the U.S., it is not surprising that China's energy consumption surpassed the U.S. in 2010. Based on gross domestic product (GDP) estimates derived from purchasing power parity (PPP) calculations, China may also be the world's largest economy by the end of this year. India is not far behind. Climate change is a global problem and building energy efficiency must be part of a global solution. Fortunately the Summer Study community is increasingly a global community and is up for the challenge.

Achieving high energy savings will require not only building-scale but community-scale programs. This year the conference features, for the first time, a week-long parallel track entitled "Resilient, Sustainable Communities: New Urban Strategies." At this year's Summer Study, we'll once again discuss state-of-the-art technology, policy, and regulatory options for increasing

energy efficiency in the built environment, and celebrate those who have demonstrated key achievements in these areas. Keynote speakers will likely challenge conventional wisdom in these areas and provide new perspectives.

The Summer Study is only possible because of the tremendous efforts put forth by the panel co-leaders, the paper and poster authors, and the peer reviewers. This year we had the largest number of abstracts and final papers in the history of the Summer Study. We'd like to especially thank these volunteers for their dedication and efforts in supporting this event — their contributions are essential to the success of the Summer Study. We'd also like to thank the dedicated ACEEE staff under the leadership of Steve Nadel, in particular Rebecca Lunetta, Glee Murray, Lynn Pyle, and Mallory Werthamer. These people along with many others helped assure that all who attend the Summer Study are given every opportunity to participate, learn, and network with the very best in the energy efficiency business.

Enjoy this opportunity to interact as part of the Summer Study's unprecedented gathering of building energy efficiency leaders among the inspiring natural beauty of Asilomar!

**Patrick Hughes**

*Conference Co-Chair*

*Oak Ridge National Laboratory*

**Sila Kiliccote**

*Conference Co-Chair*

*Lawrence Berkeley National Laboratory*



## Wanna Play? Make Cool Choices at Summer Study

*Games don't really work with adults, do they?*

An innocent comment at a recent conference prompted Cool Choices to partner with ACEEE to offer Summer Study attendees an opportunity to play Cool Choices—an online sustainability game—to illustrate the power of games.

"Playing the game will give attendees insights into how games can motivate behavior change," explains Kathy Kuntz, Executive Director of Cool Choices. "People—even smart, energy-savvy ACEEE-Summer-Study-attending grown ups—like fun opportunities to show off their accomplishments."

The game is easy to play on your laptop, tablet or phone: sign up at [coolchoices.us](http://coolchoices.us), join a team and start claiming points for your sustainable actions. In addition to daily challenges, the game features photo sharing opportunities, a leaderboard and fabulous prizes.

**Raj Shukla and Kathy Kuntz of Cool Choices will host an Informal session on Thursday afternoon at 2 pm** to talk about the theory behind the game and user experiences here at Summer Study.

"The informal session is an opportunity to explore how efficiency programs can be more fun, social and easy for utility customers, building occupants and implementers themselves. More importantly, it's a chance to see how new behavioral techniques drive savings," explains Shukla.

"Games are incredibly powerful motivators," notes Susan Mazur-Stommen, the Director of ACEEE's Behavior and Human Dimensions Program. "We'll be issuing a paper later this year about games and gamification. But don't wait for the paper: Sign up to play here at Summer Study and you'll see what I mean."



## Welcome to the ACEEE Summer Study Mobile App!

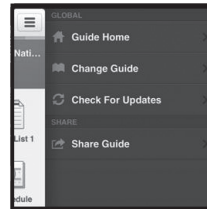
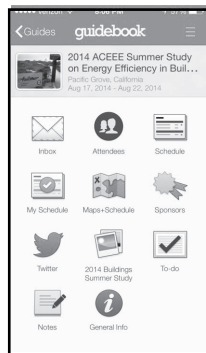
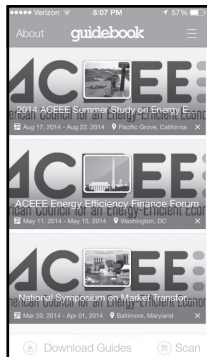
Asilomar now offers wi-fi in all guestrooms, meeting rooms, and the Social Hall.

Join us on the ACEEE mobile app, and get all the information you need for staying at Asilomar, as well as getting the most out of Summer Study, from almost anywhere at Asilomar!

### How to Access the Mobile App on Your Device:



1. Download the host app Guidebook from the app store on your device.
2. Open the app and choose from your download options that appear at the bottom of your screen. If your device has a camera, tap 'Scan' and capture the QR code below. Your download will begin immediately. Alternatively, you can tap 'Download Guides,' search for "2014 ACEEE Summer Study on EE in Buildings," and tap to download.
3. Use the mobile app to:
  - a. Access general information about the conference and possible program updates
  - b. Access the conference program and schedule
  - c. Create a personalized schedule to follow
  - d. Access the hotel map, city map, and other useful guides
  - e. Connect with fellow conference attendees, live tweet, share photos, and keep up on events!
4. \*Make sure to check for updates throughout the conference for possible program changes. To do this, hit the menu button on the top right of the app and check for updates.



## INFORMAL SESSIONS

Participants are welcome to schedule informal discussions during designated afternoons of the Summer Study. Sessions are typically two-hour discussions about topics that relate to the theme of the Summer Study but do not have published papers or formal presentations.

These sessions encourage group participation about topics that Informal Session organizers want to discuss. Organizers are encouraged to prepare brief introductions about the discussion themes to present at the beginning of their sessions. A sign-up sheet is posted (for time and room assignments) in the Summer Study office (**Surf and Sand** building).

A list of Informal Sessions with times and locations will be announced daily in *The Grapevine*.

Informal Session times are:

Monday	2:00 pm – 4:00 pm
	4:00 pm – 6:00 pm
Tuesday	2:00 pm – 4:00 pm
Thursday	2:00 pm – 4:00 pm

### Twitter Alert!

Join the Summer Study conversation on Twitter using hashtag #ACEEE\_SSB



## Opening Plenary Speakers

**Tom Eckman** is Director of the Power Division of the Northwest Power and Conservation Council. He is also Chair of the Council's Regional Technical Forum, which develops standardized savings estimates and evaluation protocols for Pacific Northwest utilities and system benefits administrators. Mr. Eckman holds several awards for his public service in energy efficiency.

**Mick Schwedler** has been involved in the development and support of HVAC systems for Trane since 1982. A recipient of ASHRAE's Distinguished Service and Standards Achievement Awards, Mick was Chair of SSPC 90.1 and serves on the Board of Directors. Raised 30 miles from Green Bay, WI in the 1960's, Mick is an avid (or is that rabid?) Packer fan.

**Falk Meissner** is VP of Strategy for Philips Lumileds, where he handles corporate strategy, business development, and partnership activities. Dr. Meissner holds a diploma and a doctorate in Particle Physics from the Humboldt University of Berlin. After graduating in 2000, he joined the Lawrence Berkeley National Laboratory to perform nuclear physics research.

## Director's Welcome, continued

efficiency programs). On the other hand, many states and cities are expanding their energy efficiency efforts as will be discussed in Wednesday's *Grapevine*. And given inaction in Congress, the Obama Administration is emphasizing administrative actions including many new efficiency standards (appliances, equipment, cars and trucks) and actions to improve the efficiency of manufactured homes and homes with government-backed mortgages).

What do all of these trends portend for energy efficiency? I think EPA's proposed rule can have a large impact on what states do to promote energy efficiency. Substantial additional savings can happen as a result of actions by the Administration, municipalities, and state actions not affected by the EPA rule. Changes in the utility industry could be a positive or negative for energy efficiency, although I think positive is more likely as energy efficiency is a service valued by many customers, and utilities will need to provide value-added services in order to prosper in the future. I expect all of these questions to be extensively discussed in the coming days so that we can all refine our thinking on these and other topics.

### THE GRAPEVINE DAILY NEWSLETTER

*The Grapevine* is published daily to highlight upcoming presentations and events, review events of the previous day, and list important announcements. It will be distributed each morning at breakfast in the **Crocker Dining Hall**, and in the **Surf and Sand** room. We welcome suggestions for the next day's newsletter.

### Got Something to Report?

If you have any announcements, updates, or information related to events here at ACEEE, drop them off at the **Surf and Sand** room to the attention of *The Grapevine* Staff in "Report Basket" or email them by 3:30 pm to [twhite@homeenergy.org](mailto:twhite@homeenergy.org). *The Grapevine* will also appear on the ACEEE Blog at [www.ACEEE.org/blog](http://www.ACEEE.org/blog).

the grapevine

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## Sunday, August 17

3:00 pm – 8:00 pm **CONFERENCE REGISTRATION**

Hearst Social Hall

4:00 pm – 6:00 pm **OPENING RECEPTION**

Hearst Social Hall, West Deck

All participants, families, and guests are invited to enjoy an informal reception on the West Deck of the Hearst Social Hall facing the Pacific Ocean. Greet your friends in the energy efficiency community after you register for the 2014 Summer Study.

6:00 pm – 7:00 pm **DINNER FOR REGISTRANTS**

Crocker Dining Hall

All Summer Study registrants staying at Asilomar are welcome to enjoy a special dinner at the Crocker Dining Hall. Off-site registrants are also welcome, but must purchase dinner tickets from ACEEE Staff in the Surf and Sand Meeting Room.

7:30 pm – 9:00 pm **WELCOME AND OPENING PLENARY**

Merrill Hall

### WELCOMING REMARKS

Carl Blumstein, *California Institute for Energy and Environment*

Co-Chairs – 2014 Summer Study:

Patrick Hughes, *Oak Ridge*

*National Laboratory*

Sila Kiliccote, *Lawrence Berkeley*

*National Laboratory*

### INTRODUCTION

Sila Kiliccote, *Co-Chair, Lawrence Berkeley National Laboratory*

### PLENARY

Tom Eckman, *Power Planning Director Northwest Power and Conservation Council*

Sorting through Fads, Trends, and Fundamentals - Is Change Gonna Come?

Mick Schwedler, Chair, Manager Applications Engineering, The Trane Co.

### HVAC 2024:

Only Six Years Left to 2030 Goals

Falk Meissner, Vice President of Strategy, Philips Lumileds

Trends in LED Lighting and Controls: Where Might We Be in a Decade?

9:00 pm – 11:00 pm **SOCIALIZE**

Fred Farr Forum

The Hospitality Suite will be open in Fred Farr Forum following the plenary.