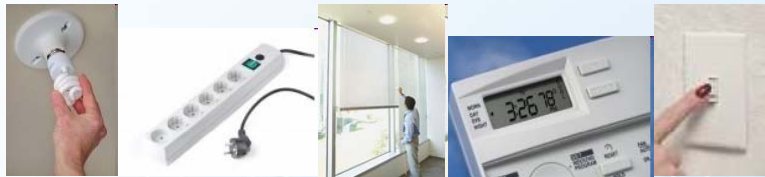




Starting an Energy Revolution: *Bringing People In*



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 Behavior, Energy and Climate Change Conference
 November 18, 2009
 Washington, D.C.

Opening Thoughts

- We've just celebrated the 3rd and perhaps the best Behavior, Energy and Climate Change (BECC) Conference yet!
- An estimated 700 participants from a variety of disciplines and backgrounds, ranging from sociology and psychology to marketing, engineering, and economics.
- Widespread agreement: "We aren't going to successfully respond to the "Climate Imperative" without bringing people back into the process."



The Climate Imperative

News Headlines on Climate Change:
Faster, Stronger, Sooner

The obligation of human beings to reduce our GHG emissions to stabilize atmospheric concentration at 350 ppm – or whatever level that climate science suggests is safe – we term “the climate imperative.”



Creating an Energy Revolution

A revolution doesn't happen when society adopts new tools, it happens when society adopts new behaviors.

Clay Shirky, Digital Guru



Estimating the Behavioral Resource

- Residential energy use and household use of personal vehicles amounts to about 38% of total U.S. energy consumption today (2008)
- Building on the work of Gardner and Stern (2008), Laitner and Ehrhardt-Martinez (2009), Dietz et al. (2009), and Meier (2009), it appears the scale of the near-term behavioral resources is on the order of a 25-30 percent savings.
- The implication? A savings of 8-10 quads of primary energy by households alone, more than 500 million metric tons of CO₂ – should we choose to develop it.
- That would be the equivalent of ~240 medium-sized coal-fired power plants.



People-Centered Initiatives

- Not just about technology dissemination
- Geared toward
 - Making energy visible
 - Providing people with tools to manage their consumption and change their behavior
 - Providing people with motivation (i.e. goals, budgets, etc)
 - Making energy savings easy and fun
- Recognizes the diversity within the population



The Big Take Away!

- People centered initiatives offer:
 - Large energy savings
 - Potentially rapid savings
 - Cost-effective savings
- National level research effort required to effectively catalyze even further savings



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