

1. Outline

Conference: 1st Behavior, Energy & Climate Change Conference
BECC JAPAN 2014

Date: Sep.16 2014 (Tue.) Conference
Sep.17 2014 (Wed.) Excursion

Venue: (16th) Ito International Research Center, Tokyo University
(17th) E-sogo Smart Apartment

Organization : the Society of Energy Efficiency & Behavior (SEEB JAPAN)
Co-host (plan) :
Ministry of the Environment (MOE)
Ministry of Economy, Trade and Industry (METI)
Ministry of Land, Infrastructure, Transport and Tourism (MLIT)
The Japan Institute of Energy
Japan Society of Energy and Resources

Cooperate: Japan Academy of Consumer Education
Participants: 200 (plan)
Participation Rates: General 20,000 Japanese Yen,
Research & Education 15,000 Japanese Yen, Student 5,000 Japanese Yen
Banquet Fee: 6,000 Japanese Yen

Contact: SEEB Japan Secretariat
(Jyukankyo Research Institute Inc.)

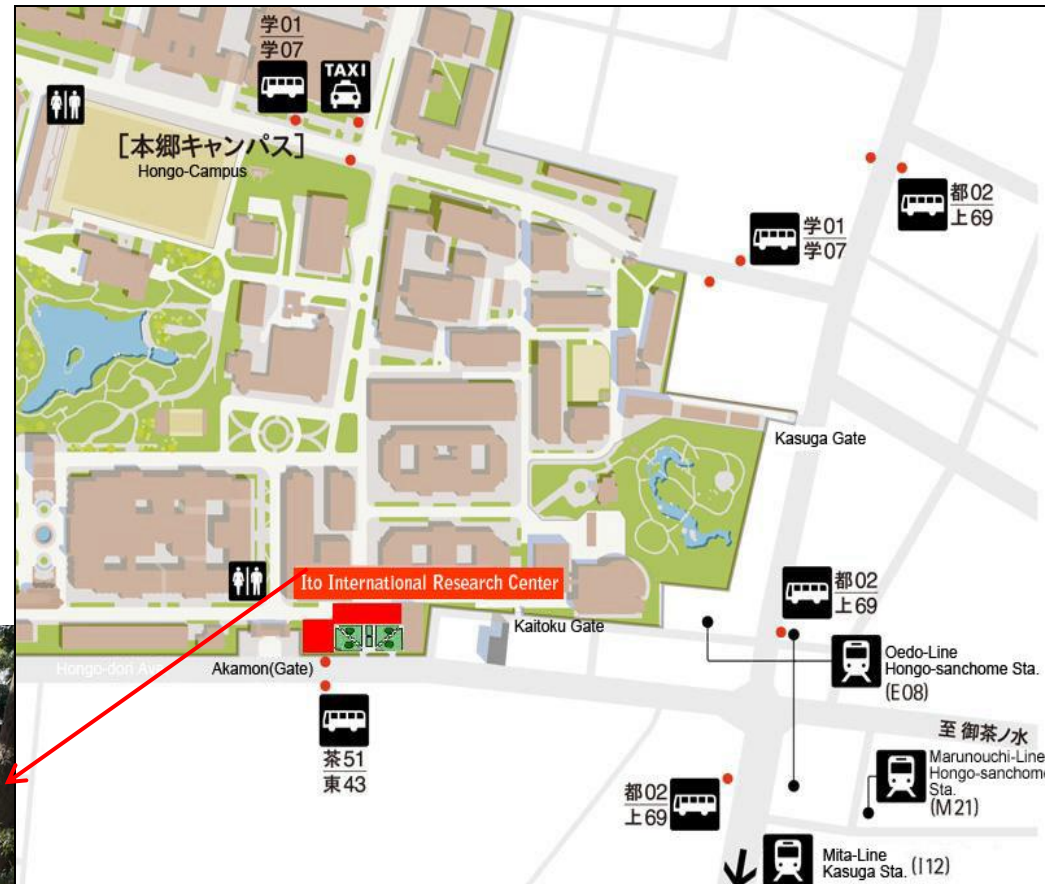
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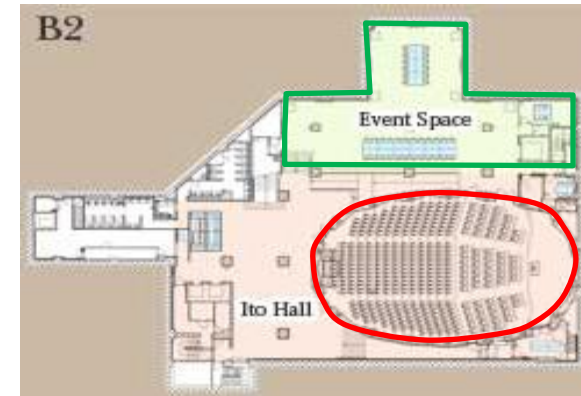
2. Access

7-3-1, Hongo, Bunkyo-ku, Tokyo, ZIP 113-0033
Ito Hall, Ito International Research Center, Tokyo University
(Hongo-Campus Tokyo University)
TEL : 03-5841-0779 FAX : 03-5841-0932
URL : <http://www.u-tokyo.ac.jp/ext01/iirc/en/access.html>



Conference Agenda

Time	Programme	
9:00~9:30	Opening Reception	
9:30~9:50	Opening Ceremony Venue1 : Ito Hall	
9:50~11:05	Session1 : Current Situation of Energy Behavior Change in Europe and USA (Moderator: Masayuki MAE, Associate Professor, School of Engineering, Dept. of Architecture, Tokyo University) Venue1 : Ito Hall	Session2 : Relationship between Energy Behavior Change and Education (Moderator : Reiko MATSUBAGUCHI, Professor, Faculty of Education and Human Sciences, Yokohama national University) Venue2 : Event Space
11:05~11:15	Break	
11:15~12:30	Session3 : Energy Efficiency through Behavioral Economics (Moderator: Kan TAKEUCHI, Associate Professor, The Faculty of Economics at Hitotsubashi University) Venue1 : Ito Hall	Session4 : Achieve Energy Savings through Visualization and Changing Human Behaviors in Daily Life (Moderator:Takahiro TSURUSAKI, Director, Jyukankyo Research Institute Inc.) Venue2 : Event Space
12:30~13:30	Lunch	
13:30~15:10	Session5 : Measurement and Verification (M&V) Practices of Energy Behavior Change (Moderator: Kazuaki BOGAKI, Chairman, Faculty of Urban Life Studies, Tokyo City University) Venue1 : Ito Hall	Session6 : Energy Behavior Change through a Social Psychological Approach (Moderator: Kazunori SUGIURA, Associate Professor, Graduate School of Letters, Keio University) Venue2 : Event Space
15:10~15:30	Coffee Break	
15:30~16:30	Keynote Speech: Why energy is a social good and what this means for 'energy savings' research and policy agendas" Dr. Hal Wilhite (Professor, Faculty of Humanities, University of Oslo) Venue1 : Ito Hall	
16:30~17:30	Keynote Speech: "Behavior, Energy, and Climate Change: An Emerging Field of Action-Oriented Scholarship" Dr. Margaret Taylor (Precourt Energy Efficiency Center, Stanford University) Venue1 : Ito Hall	
17:30~17:35	Closing Ceremony Venue1 : Ito Hall	
18:00~19:30	Banquet Venue2 : Event Space	



Conference Agenda: Sep.16 (Tue.)

Program Details

Session1 : Current Situation of Energy Behavior Change in Europe and USA

Venue1 : Ito Hall (simultaneous interpretation available)

1-1 9:50-10:15	The preceding research of human behavior for energy saving in US and Japan ○Masayuki MAE, School of Engineering, Dept. of Architecture, Tokyo University
1-2 10:15-10:40	Variation in residential energy use among Americans: Statistics, Causes and Case Studies ○Sarah Outcault (Western Cooling Efficiency Center, University of California, Davis)
1-3 10:40-11:05	Lessons from Opower's behavior change programmes in the US and Europe ○Ken Haig (Opower)

Session2 : Relationship between Energy Behavior Change and Education

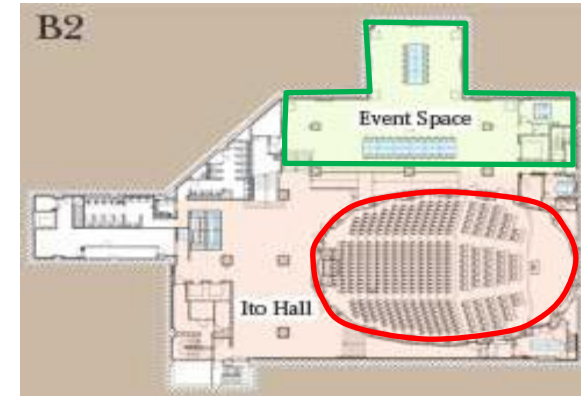
Venue2 : Event Space

2-1 9:50-10:15	The trends of energy-saving education in Europe and the United States ○ Hirobumi Yamashita (Kyoto University of Education)
2-2 10:15-10:40	The Trend and Concern of Energy-savings Education in Home Economics Japan ○Yukiko Kudo (Yokohama National University)
2-3 10:40-11:05	Evaluation and effect on energy saving behavior change through "eating habit education" ○Ayako Mikami (Tokyo Gas Co., Ltd.), Keiko Nagao, Noriko Akaishi, Yuko Hisamatsu, Junkichi Sugiura, Reiko Matsubaguchi

Session3 : Energy Efficiency through Behavioral Economics

Venue1 : Ito Hall (simultaneous interpretation available)

3-1 11:15-11:40	Energy conservation through smart meters: evidence from social experiments in Hawaii ○Nori TARUI (Department of Economics, University of Hawaii at Manoa)
3-2 11:40-12:05	Conservation request, dynamic pricing and energy saving behavior: Socieal experiment of Kyoto ○Takanori Ida (Graduate School of Economics, Kyoto University)
3-3 12:05-12:30	Technology, Energy, and Climate Change ○Shunsuke Managi (Graduate School of Environmental Studies, Tohoku University)



Venue1 : Ito Hall



Venue2 : Event Space



Conference Agenda: Sep.16 (Tue.)

Program Details

Session4 : Achieve Energy Savings through Visualization and Changing Human Behaviors in Daily Life

Venue2 : Event Space

4-1 11:15-11:40	Result and efficiency of household demand response demonstration "1kW LOVE" ○Hiroaki Taniguchi (NTT SMILE ENERGY Inc.)
4-2 11:40-12:05	Using Energy data beyond Energy ~ Disaggregation Technology as HEMS penetration enabler ○Taro Tadano (Informetis Co., Ltd.)
4-3 12:05-12:30	Lessons from the Energy Saving Behavior in actual living experiment in the Smart Energy House ○Kanya Ishii (Osaka Gas Co., Ltd.)

Session5 : Measurement and Verification (M&V) Practices of Energy Behavior Change

Venue1 : Ito Hall (simultaneous interpretation available)

5-1 13:30-13:55	Study on the effects of user's behavior for energy conservation based on the results of existing survey and introduction of new research fields ○Kazuaki BOGAKI, Chairman, Faculty of Urban Life Studies, Tokyo City University
5-2 13:55-14:20	Effects of HEMS and Energy-Saving Behaviors in High-Performance House ○Nobuyuki SUNAGA (Tokyo Metropolitan University), Yasuhiko HATA (Sekisui Chemical Co., Ltd), Hiroko ONODERA, Yuta ENDOH and Yuhji KAWAKAMI (Tokyo Metropolitan University)
5-3 14:20-14:45	Cognition of thermal environment, Behavioral temperature regulation and Energy saving behavior ○Naoki MATSUBARA (Graduate School of Life and Environmental Sciences, Kyoto Prefectural University)
5-4 14:45-15:10	"Nudge" as programs for energy and electricity conservation: a field experiment in condominium ○Ken-ichiro Nishio (Central Research Institute of Electric Power Japan)

Session6 : Energy Behavior Change through a Social Psychological Approach

Venue2 : Event Space

6-1 13:30-13:55	Persuasive communication for behavior change and behavioral commitment ○Junkichi Sugiura (Faculty of letters, Keio University)
6-2 13:55-14:20	Shall I do it if others are doing? : The effect of norms and observation on pro-environmental behaviors ○Kaori Ando (Nara Women's University, Faculty of Human Life and Environment)
6-3 14:20-14:45	Behavioral and motivational change for energy saving in "Asahikawa Ene-Eco Project": A social psychological study regarding decreasing point system ○Susumu Ohnuma, Yasuhiro Mori, Tsubasa Kobayashi (Hokkaido University)
6-4 14:45-15:10	Analysis of Behavioral Change towards Achievement of Low Carbon Society in Japan - Discussion at "Communication and Marketing" WG of Mid-Long term Roadmap Committee under Ministry of the Environment Japan - ○Junichi FUJINO, National Institute for Environmental Studies (NIES)



Venue1 : Ito Hall



Venue2 : Event Space



Excursion: Sep.17 (Wed.)

Sep. 17th	Program (10:00-12:30 & 13:00-15:30)
Excursion	Tokyo Gas: E-sogo Smart Apartment (※40 participants)
Venue	E-sogo Smart Apartment (Tokyo Gas Co., Ltd.)
Organization	the Society of Energy Efficiency & Behavior (SEEB JAPAN)
Participation Rates	Free

E-sogo Smart Apartment (Tokyo Gas Co., Ltd.)



the south view



the north view

Program Details : AM ※accompanying interpretation available	
10:00	Gathering spot: Kamiōoka Station, Keikyū Main Line
10:00-10:30	Move to E-sogo Smart Apartment
10:30-12:00	E-sogo Smart Apartment
12:00-12:30	Move to Station
12:30	End: Kamiōoka Station, Keikyū Main Line
Program Details : PM	
13:00	Gathering spot: Kamiōoka Station, Keikyū Main Line
13:00-13:30	Move to E-sogo Smart Apartment
13:30-15:00	E-sogo Smart Apartment
15:00-15:30	Move to Station
15:30	End: Kamiōoka Station, Keikyū Main Line

※ Please gather at Kamiōoka Station (using Keikyū Main Line) at 10.00 am, the tour ends at 12.00 am.