

Report on BECC JAPAN 2014

the Society of Energy Efficiency
& Behavior (SEEB Japan)

BECC JAPAN 2014

第1回

Behavior, Energy &
Climate Change Conference

**BECC
JAPAN
2014**

Overview

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

Participants: 240

Organizer: the Society of Energy
Efficiency & Behavior (SEEB Japan)



Conference Agenda: Sep.16 (Tue.)

Time	Programme	
9:00-9:30	Opening Reception	
9:30-9:50	Opening Ceremony	
9:50-11:05	Session1 : Current Situation of Energy Behavior Change in Europe and USA	Session2 : Relationship between Energy Behavior Change and Education
11:05-11:15	Break	
11:15-12:30	Session3 : Energy Efficiency through Behavioral Economics	Session4 : Achieve Energy Savings through Visualization and Changing Human Behaviors in Daily Life
12:30-13:30	Lunch	
13:30-15:10	Session5 : Measurement and Verification (M&V) Practices of Energy Behavior Change	Session6 : Energy Behavior Change through a Social Psychological Approach
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 of Social Anthropology and Research Director at the University of Oslo)	
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)	
17:30-17:35	Closing Ceremony	

Conference Agenda: Sep.16 (Tue.)

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

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| 1-1 | 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 | Variation in residential energy use among Americans: Statistics, Causes and Case Studies
○Sarah Outcault (Western Cooling Efficiency Center, University of California, Davis) |
| 1-3 | Lessons from Opower's behavior change programmes in the US and Europe
○Ken Haig (Opower) |

Session2 : Relationship between Energy Behavior Change and Education

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| 2-1 | The trends of energy-saving education in Europe and the United States
○ Hirobumi Yamashita (Kyoto University of Education) |
| 2-2 | The Trend and Concern of Energy-savings Education in Home Economics Japan
○Yukiko Kudo (Yokohama National University) |
| 2-3 | 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 |

Conference Agenda: Sep.16 (Tue.)

Session3 : Energy Efficiency through Behavioral Economics

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

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

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

Conference Agenda: Sep.16 (Tue.)

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

- 5-1 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 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 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 "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

- 6-1 Persuasive communication for behavior change and behavioral commitment
○Junkichi Sugiura (Faculty of letters, Keio University)
- 6-2 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 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 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)

Excursion: Sep.17 (Wed.)

Sep. 17th	Program (10:00-12:30 & 13:00-15:30)
Excursion	Tokyo Gas: E-sogo Smart Apartment (32 participants)
Venue	E-sogo Smart Apartment (Tokyo Gas Co., Ltd.)
Organizer	the Society of Energy Efficiency & Behavior (SEEB Japan)



the south view



the north view

Photos



Photos



Photos



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