

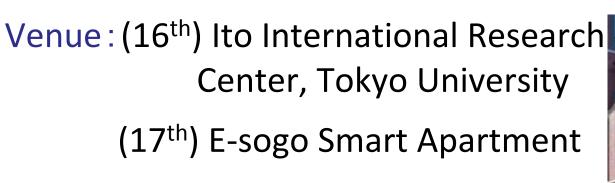
Report on BECC JAPAN 2014

the Society of Energy Efficiency & Behavior (SEEB Japan) 1st Behavior, Energy & Climate Change Conference in JAPAN

BECC JAPAN 2014



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



- Participants: 240
- Organizer: the Society of Energy Efficiency & Behavior (SEEB Japan)



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Behavior, Energy & Climate Change Conference

BECC

JAPAN

2014



Time	Programme		
9:00-9:30	Opening Reception		
9:30-9:50	Opening Ceremony		
9:50-11:05	Session1: Current Situation of Energy	Session2: Relationship between Energy	
9.50-11.05	Behavior Change in Europe and USA	Behavior Change and Education	
11:05-11:15	Break		
	Session3: Energy Efficiency through Behavioral Economics	Session4: Achieve Energy Savings	
11:15-12:30		through Visualization and Changing	
		Human Behaviors in Daily Life	
12:30-13:30	Lunch		
13:30-15:10	Session5: Measurement and Verification	Session6: Energy Behavior Change	
15:50-15:10	(M&V) Practices of Energy Behavior Change	through a Social Psychological Approach	
15:10-15:30	Coffee Break		
	Keynote Speech: "Why energy is a social good and what this means for 'energy		
15:30-16:30	savings' research and policy agendas"		
12:20-10:20	Dr. Hal Wilhite (Professor of Social Anthropology and Research Director at the		
	University of Oslo)		
	Keynote Speech : "Behavior, Energy, and Climate Change: An Emerging Field of Action-		
16:30-17:30	Oriented Scholarship"		
	Dr. Margaret Taylor (Precourt Energy Efficiency Center, Stanford University)		
17:30-17:35	Closing Ceremony		



Session1 : Current Situation of Energy Behavior Change in Europe and USA		
1-1	The preceding research of human behavior for energy saving in US and Japan OMasayuki MAE, School of Engineering, Dept. of Architecture, Tokyo University	
1-2	Variation in residential energy use among Americans: Statistics, Causes and Case Studies \bigcirc Sarah Outcault (Western Cooling Efficiency Center, University of California, Davis)	
1-3	Lessons from Opower's behavior change programmes in the US and Europe $\bigcirc Ken$ Haig (<code>Opower</code>)	
Session2 : Relationship between Energy Behavior Change and Education		
2-1	The trends of energy-saving education in Europe and the United States O Hirobumi Yamashita (Kyoto University of Education)	
2-2	The Trend and Concern of Energy-savings Education in Home Economics Japan OYukiko Kudo (Yokohama National University)	
2-3	Evaluation and effect on energy saving behavior change through "eating habit education" OAyako Mikami (Tokyo Gas Co., Ltd.), Keiko Nagao, Noriko Akaishi, Yuko Hisamatsu, Junkichi Sugiura, Reiko Matsubaguchi	



Session3 : Energy Efficiency through Behavioral Economics		
3-1	Energy conservation through smart meters: evidence from social experiments in Hawaii ONori TARUI (Department of Economics, University of Hawaii at Manoa)	
3-2	Conservation request, dynamic pricing and energy saving behavior: Social experiment of Kyoto OTakanori Ida (Graduate School of Economics, Kyoto University)	
3-3	Technology, Energy, and Climate Change OShunsuke Managi (Graduate School of Environmental Studies, Tohoku University)	
Session4 : Achieve Energy Savings through Visualization and Changing Human Behaviors in Daily Life		
4-1	Result and efficiency of household demand response demonstration "1kW LOVE" OHiroaki Taniguchi (NTT SMILE ENERGY Inc.)	
4-2	Using Energy data beyond Energy - Disaggregation Technology as HEMS penetration enabler OTaro 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.)	



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	
	OKazuaki BOGAKI, Chairman, Faculty of Urban Life Studies, Tokyo City University	
5-2	Effects of HEMS and Energy-Saving Behaviors in High-Performance House	
	ONobuyuki SUNAGA (Tokyo Metropolitan University), Yasuhiko HATA (Sekisui Chemical Co., Ltd), Hiroko ONODERA, Yuta ENDOH and Yuhji KAWAKAMI (Tokyo Metropolitan University)	
F 0	Cognition of thermal environment, Behavioral temperature regulation and Energy saving behavior	
5-3	\bigcirc 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	
5-4	OKen-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 OJunkichi Sugiura (Faculty of letters, Keio University)	
<u> </u>	Shall I do it if others are doing? : The effect of norms and observation on pro-environmental behaviors	
6-2	○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 -	
	OJunichi 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























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