

Swiss-US Energy Innovation Days
Workshop A
Day 2, August 19; 9:00 am-12:00 pm

Workshop: Society and Economy – Sustainable Decision-Making

Topic: Technology innovation as a driver of behavioral change and economy

Specific steering measures are needed to promote a more sustainable behavior and energy consumption of individuals, companies and private and public institutions. These measures may consist of financial incentives; information campaigns fostering the provision and demand of alternative resources, products and services; the application of new technologies and the change of lifestyles. All of which require a deep understanding of decision processes and criteria. The presentations and discussions will focus on empirical research as well as on practical projects and experiences.

Objectives

Develop specific policy recommendations for the Swiss and US governments with consideration of their cost efficiency, practicality and social acceptance.

Audience

The workshop participants will be from different fields such as architecture, energy, technology, finance, government, administration, industry, and university researchers of different levels of expertise.

Questions for breakout sessions:

- Building upon the idea of the I-Phone, what types of technology could spur early adoption?

Timeline:

- Introduction, Linda Looft, Session Chair and Moderator [5']
- Sponsor remarks, Gina Domanig, Emerald Technology Ventures AG, Zurich [5']:
'Industrial technology innovation catalyzing behavioral change'
- CH Keynote Bastien Girod, Federal Institute of Technology ETHZ, Zurich [20'+5' Q&A]:
'Mainstreaming low carbon innovations: learnings from the past and challenges ahead'
- US Keynote Paul Gromer, Peregrine Energy Group, Boston [20'+5' Q&A]
"Are sustainability policies always good for sustainability businesses": Lessons from the US Energy Efficiency Industry
- Coffee break [20']
- Group Discussion, breakout in 2 groups [60']
 - Group 1 (Moderator: Linda Looft)
 - Group 2 (Moderator: Robert Krueger – invited)
- Conclusions and closing in plenum [30']

[29 participants]

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Speaker's Titles and Abstracts



Gina Domanig

Title: *'Industrial technology innovation catalyzing behavioral change'*

Abstract: This presentation will address topics such as residential energy efficiency (smart home), distributed generation (solar, fuel cells), etc



Bastien Girod

Title: *"Mainstreaming low carbon innovations: learnings from the past and challenges ahead"*

Abstract: The keynote will first outline the challenge that the acceptance for a low carbon tax is low (in the US as well as in Switzerland), and hence targeted support of low carbon innovations is required to enable a transition to a low carbon economy. Success stories in the building sector show that policies need to be tailored to the low carbon innovation to effectively support their development. However, looking at the development of sectoral Swiss and EU climate policies allows to synthesize a common pattern for supporting policies. To create a (common) market for low carbon innovations tackling embodied emissions through harmonization of environmental products declaration remains a key challenge to be addressed.



Paul Gromer

Title: *'Are sustainability policies always good for sustainability businesses: lessons from the US energy efficiency industry'*

Abstract: Government policies intended to promote sustainable behavior often help clean energy companies, spurring technology innovation and business growth. However, these policies can also affect companies in surprising ways, in some cases discouraging innovation and slowing growth. Using a nine-year, \$5 billion energy efficiency program in Massachusetts as a case study, this address will examine several types of government policies and their impacts on clean energy companies. It will also consider the relationship between the policies' impact on those companies and the policies' ultimate success at promoting sustainable behavior.