

Swiss-US Energy Innovation Days
Workshop A
Day 1, August 19; 9:00 am-12:00 pm

Workshop: Society and Economy – Sustainable Decision-Making

Topic: Leverage points for behavioral change and sustainability

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, and of different levels of expertise.

Questions for the breakout session:

- What are some examples of successful incentives financial and/or social that could be replicated or scaled up?
- Government vs. business models: What is the role of public vs. private investment?
- In this day of social media, what kind of social levers work or don't work to drive behavioral change?
- What kinds of policies have demonstrated or resulted in change?
- When petrol prices drop, consumers tend to drive more. How much does cost influence energy consumption?

Timeline:

- Introduction, Linda Looft, Session Chair and Moderator [5']
- Sponsor remarks, Angelika Siegfried, European Energy Award , Zurich [5']
"How can the European Energy Award (eea) help to accelerate sustainable decision making in municipalities?"
- US Keynote Judy Chang, MassCEC/Brattle Group, Boston [10-12'+5' Q&A]:
"Policies to Reduce the Impact of Energy Use on Environment: The Use of Efficiency and Renewable Generation"
- CH Keynote Daniel Favrat, Federal Institute of Technology EPFL, Lausanne [10-12'+5' Q&A]:
"Information and public education: key factors for a sustainable energy transition."
- US Keynote Robert Krueger, Worcester Polytechnic Institute, Worcester [10-12'+5' Q&A]
The "Hiding Hand": Lessons from Development Economics for the Green Economy
- 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']

[28 participants]

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Speaker's Titles and Abstracts

Angelika Siegfried

Title: *"How can the European Energy Award (eea) help to accelerate sustainable decision making in municipalities"?*

Abstract: The eea is a quality management and certification system for municipalities and regions. It supports local authorities in establishing interdisciplinary planning approaches and implementing effective energy and climate policy measures. Presently over 1'300 European municipalities from 9 countries are participating. The success of the eea is based on 4 pillars:

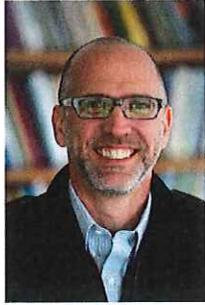
1. The implementation of the eea accelerates the implementation of national and supranational energy strategies.
2. The eea has been continually developed by municipalities and experts on the local level since 1988. Careful consideration of the regional context forms an integral part of the programme.
3. eea municipalities implement customised activity programmes with a long-term view. Action plans are evaluated and adjusted every 4 years with the assistance of accredited experts.
4. Municipalities' efforts are assessed with regard to their individual scope of action. This allows a comparison of different municipalities and the establishment of an international benchmark.



Judy Chang

Title: *"Policies to Reduce the Impact of Energy Use on Environment: The Use of Efficiency and Renewable Generation".*

Abstract: Clean energy has become an important element of the global economy. This presentation will be about the importance of governmental policies in driving innovation and the increase of energy efficiency and the use of renewable energy.



Robert Krueger

Title: "The "Hiding Hand": Lessons from Development Economics for the Green Economy

Abstract: This paper examines the work of the development economist Albert Hirschman to draw lessons for the green economy. The argument I want to make is that the current green economic boom is the greatest development effort since the post-war period. However, this time, we are not rebuilding a war torn Europe or the global south, but the infrastructures of industrialized nations. Hirschman's work provides a cautionary note against narrow-minded development projects, environmentally friendly or otherwise.