

Session Title: Behavioral Innovation for a Decarbonized Society

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Abstract title: Driving Behavioral Change in the Energy Consumer

Technological innovation will take us far, but consumer behavior is the key for decarbonizing the future. From changing usage patterns to influencing what technologies are purchased and where they are deployed, consumers must be educated and engaged to accelerate beneficial electrification. This information, combined with behavioral science, must be present in advance of decision making, tailored for the recipient, and made for the average consumer. In the energy sector, there is no better avenue to do so than in partnership with utilities to drive these actions.