



Buildings are for People: Engaging Occupants on Resilience and Energy Efficiency

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HEALTHY

PROFITS



PEOPLE



PLACES

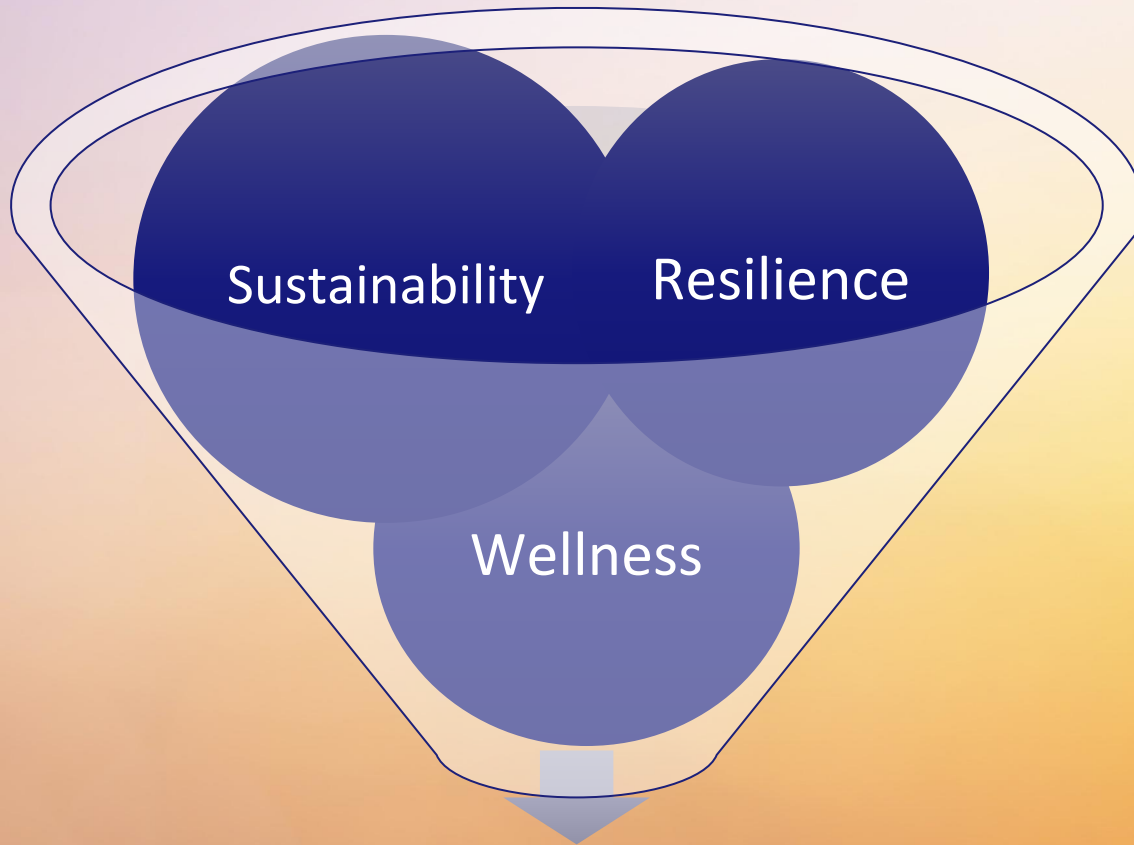


“It’s time for courage,
it’s time for creativity,
and it’s time for boldness
to tackle climate change.”

Governor Edmund G. Brown Jr.

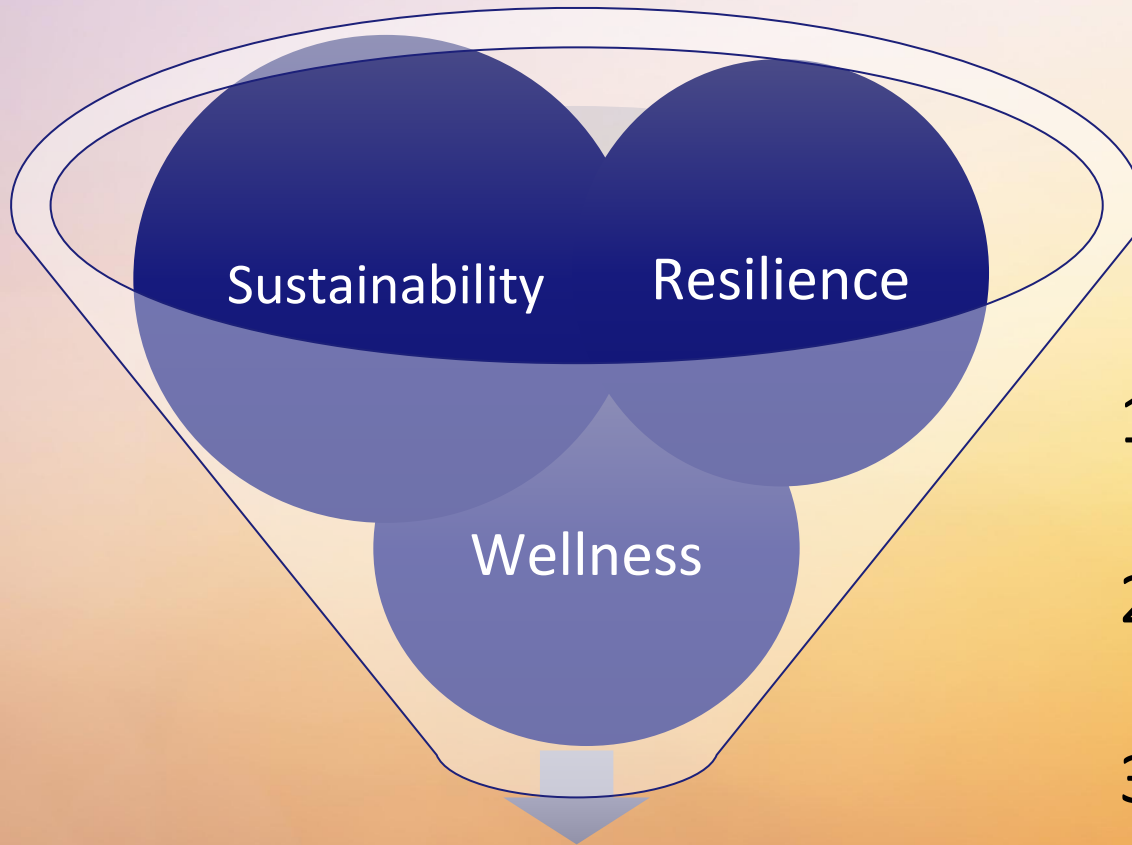
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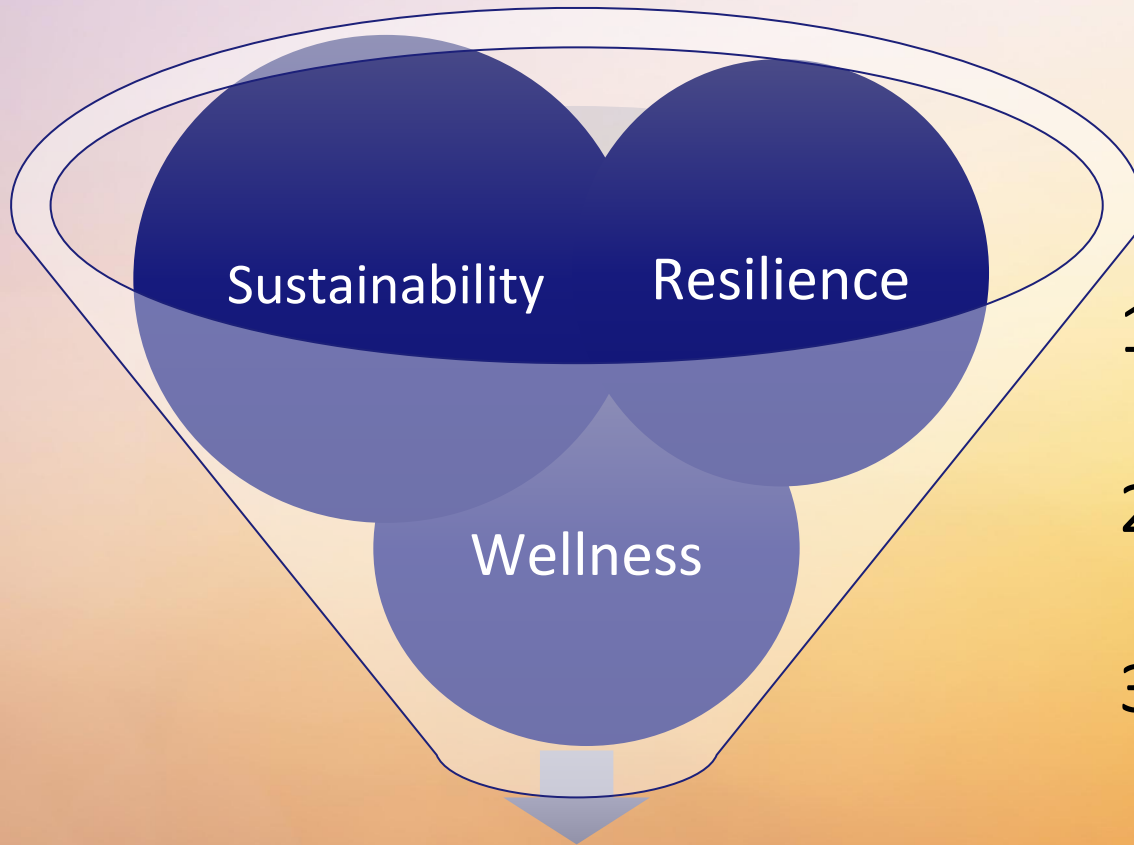
Resilience addresses:

1. Climate-change mitigation,
2. Climate-change adaptation, and
3. Social cohesion.

Kresge Foundation, 2014

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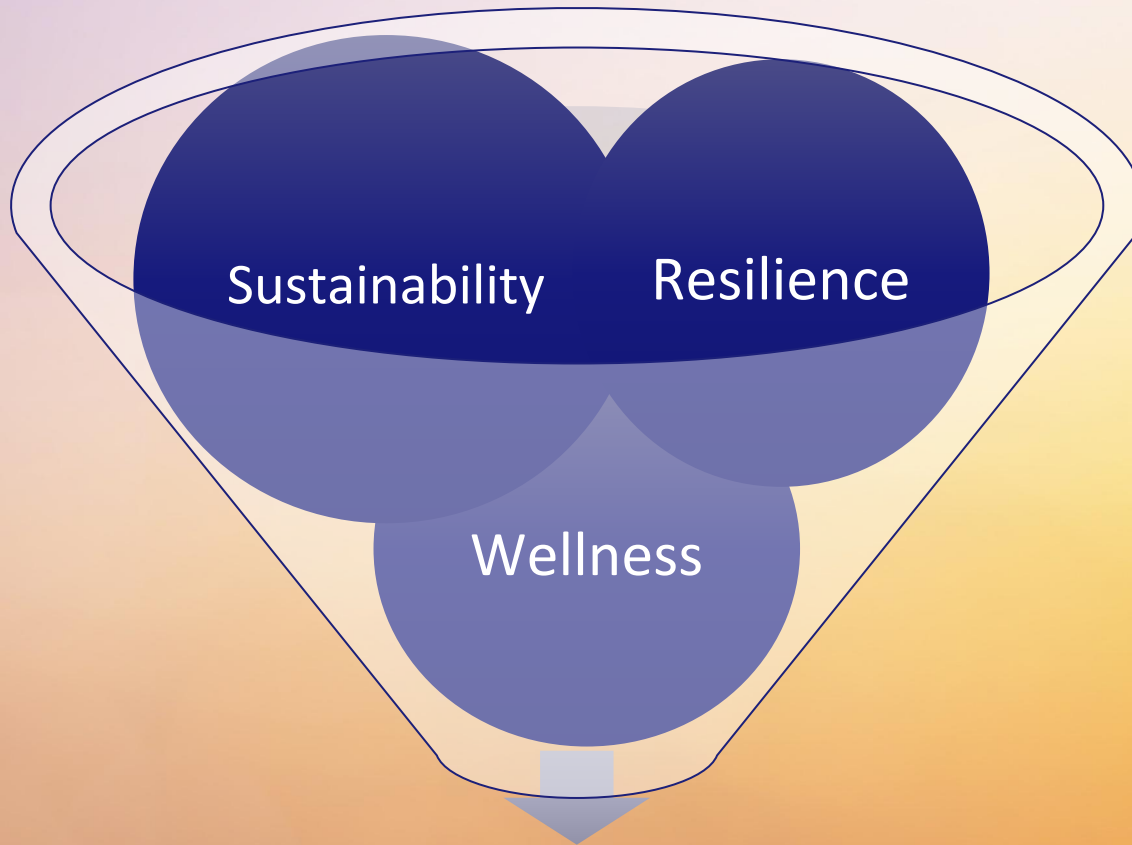


Sustainability addresses:

1. Air, water, waste, energy reduction,
2. Climate-change mitigation,
3. Social cohesion.

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Wellness:

The state of being in good health, especially as an actively sought goal

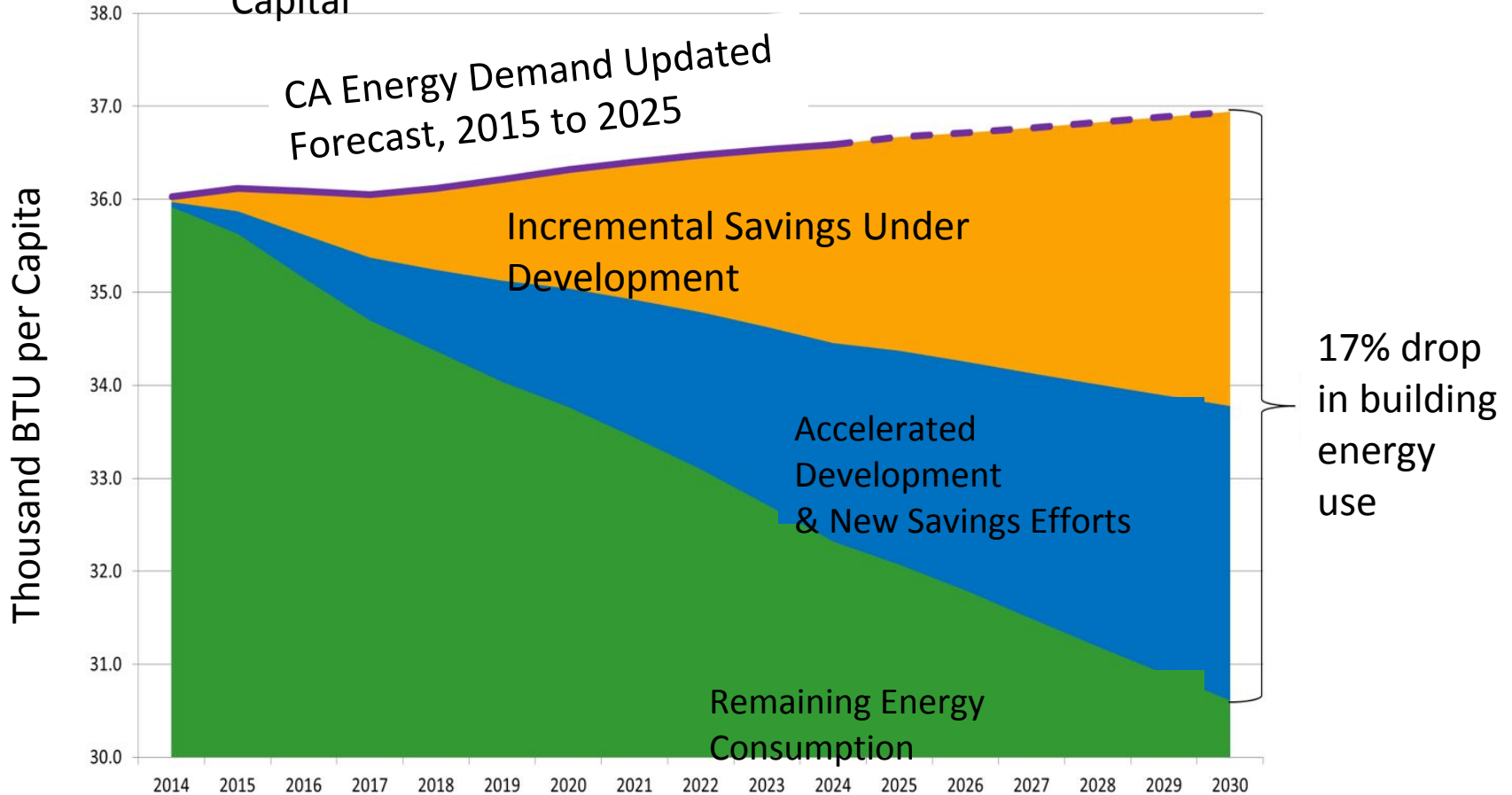
Merriam-Webster
Dictionary





The Vision for Energy Efficiency

Reduction in Building Energy Consumption per Capital



Source: State of California Energy Commission, [Existing Buildings Energy Efficiency Action Plan](#), September 2015



Systemic Barriers

Government

Siloed energy, natural resource, and public health policies; lack of engaged stakeholders

Regulators

Manages regulated resources separately, little coordination and agility

Regulated Utilities

Strapped by shareholders, outdated customer insights, rigid marketing rules



Systemic Barriers

**LACK OF A CONCERTED,
COLLABORATIVE EFFORT!!**

Systemic Solutions: Acting Together



- Long-term culture (social) change
- Human behavioral factors
- Test/Learn/Adapt
- Unexpected solutions

Lasting Culture Change is Possible



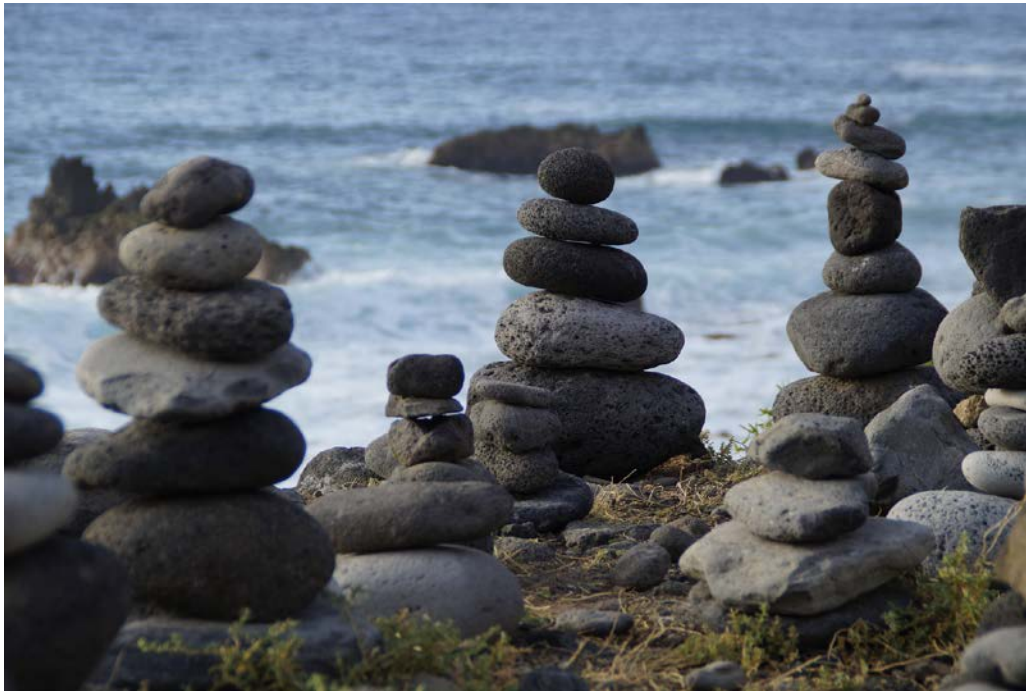
Follow the Best Practices



Culture change cannot be engineered in the blink of an eye, but it can be cultivated.



Take A Social Science Systems Approach



Integrate behavior change at the social, individual, and structural level.

Technology - Connect People & Places



Support market entry for new technology, especially at the nexus of efficiency, health, and wellness.

Coalesce Around a Neutral Third Party



Create a common ground for all stakeholders to participate from.

Connect With Us

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