



Wisconsin Public Utility Institute

## Energy and the Consumer's Dilemma

Consumers, Conservation and Convenience

May 19th, 2011

Fluno Center

**9:30 - 11:30** Kevin Ashton-- "Consumers, Conservation and Convenience"



It is said that, shortly after becoming President, Ronald Reagan described conservation as "being too cold in the winter and too hot in the summer."

Reagan, known as "the great communicator," was insightful. Given the choice between conservation and convenience, most people choose convenience, even if they won't admit it. Even people who want energy efficiency don't want to pay more or share more personal information in order to get it. In fact, most of us don't want to suffer any inconvenience at all. This is a problem we call "the consumer's dilemma."

Kevin Ashton will describe the research that he has done on behalf of Belkin to help design devices that will enable consumers to participate as a socially responsible citizen while still taking advantage of all that advances in our lives offer—such as cell phones. His market research looks at what we can expect from consumer behavior when faced with convenience or conservation choices. He currently serves as the General Manager of Conserve, the new clean tech division of global consumer electronics giant Belkin. Ashton has commissioned dozens of research studies around the world to help formulate his vision.

**11:30 - 12:15** Lunch

**12:15 - 1:15** Dominique Brossard, UW Madison--The Changing Consumer Behavior (not to be mixed up with attitude)--what has worked, what has not and why?



**Dominique Brossard** is an Associate Professor in Life Sciences Communication at the University of Wisconsin-Madison. She is an expert on media, science and policy; public understanding of science; public attitudes toward controversial science. She is particularly interested in understanding the role of values in shaping public attitudes, and in cross-cultural analysis of these processes.

Her expertise is in: Nanotechnology, social implications; Stem cell research, media and public opinion; Biotechnology, media and public opinion

**1:15 - 1:30** Stretch

**1:30 - 2:15** Kathy Kuntz, Cool Choices--**Playing to Win at Work: A Norms-Based Competition to Prompt Behavior Change**

Cool Choices is partnering with several Wisconsin corporations to pilot an initiative that encourages employees to adopt environmentally sustainable behaviors in their personal lives. Addressing electric and natural gas efficiency as well as transportation and food choices and waste management, the partnerships redefine workplace norms (through the use of competitive games and other strategies) and then recognize the employees that make changes. In the first company more than 70% of employees opted to participate in the competition, illustrating the enormous untapped potential of workplace initiatives.



Kathy Kuntz is the Executive Director of Cool Choices. Cool Choices is a Wisconsin nonprofit that inspires and assists individuals, communities and small business to take voluntary actions that reduce their greenhouse gas emissions. Involved in the energy efficiency industry for almost two decades, Kathy previously led Wisconsin's statewide energy efficiency and renewable energy program, Focus on Energy, as the Director of Energy Programs at Wisconsin Energy Conservation Corporation. Experienced in promoting efficiency in markets ranging from industrial facilities to low income households, Kathy believes that changing behaviors is central to reducing emissions and capturing efficiency opportunities. Kathy has a master's degree from the University of Wisconsin-Madison and a bachelor's degree from the University of Minnesota-Morris.

**2:15 - 3:00** Where to now?