

Board on Environmental Change & Society

Behavioral Pathways to Decarbonization with Recent Climate Legislation

Public Webinar: May 18, 2023

The Board on Environmental Change and Society (BECS) of the National Academies of Sciences, Engineering, and Medicine (NASEM) is hosting a public webinar with expert panels on the significance of individual actions in achieving climate mitigation targets. The Inflation Reduction Act (IRA) demonstrates the potential contribution that behavioral pathways, such as electric vehicle and heat pump purchases and weatherization, can make to reducing greenhouse gas emissions within a broader enabling environment. Yet, the role of individual action is debated, and insights from social and behavioral science will be critical for government agencies and other institutions to effectively implement the IRA provisions directed toward enabling individual actions. This public webinar will explore these insights. The webinar will first identify the key research, staffing, program design, and other implications of social and behavioral science for successful implementation of the current legislation. The webinar will then look to the future to identify other actions and institutional initiatives necessary to achieve an individual pathway or behavioral wedge of additional emissions reductions over the next decade to avoid dangerous climate change.

Jonathan Gilligan is an Associate Professor of Earth & Environmental Sciences and Associate Professor of Civil & Environmental Engineering at Vanderbilt University, where they also direct Vanderbilt's Grand Challenge Initiative on Climate and Society. Their teaching and research focuses on integrating social & behavioral science, natural science, and engineering to understand the dynamics of coupled natural and human systems and the application of social and behavioral sciences to greenhouse gas emissions reduction and environmental policy analysis. Gilligan received their Ph.D. in Physics from Yale University and Bachelor's degree from Swarthmore College.

Kristian Nielsen is an Assistant Professor at Copenhagen Business School. Nielsen's research focuses on the role of behavior change in mitigating climate change. Nielsen is particularly interested in identifying effective and scalable initiatives to change behavior, understanding how individual behavior changes can contribute to limiting climate change, and understanding how to increase the feasibility of transformative climate initiatives. Nielsen's research is rooted in quantitative environmental psychology and behavioral science but with an interdisciplinary outlook. Before joining Copenhagen Business School, Nielsen was a postdoc in the Department of Psychology and Department of Zoology at the University of Cambridge.

Brandon Schauer is the Senior Vice President of Rare. Brandon leads Rare's program for U.S. Climate Change (Climate Culture). The program engages Americans in the behaviors that have the biggest impact on carbon emissions. Brandon joined Rare in 2020 from his prior position at Capital One. As VP of Design, he led the teams stretching across numerous digital customer experience platforms, including their JD Power Award-winning banking app, incredibly high-

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traffic website, and the gender-neutral conversational AI bot named Eno. Brandon arrived at Capital One as the CEO of Adaptive Path, the influential San Francisco-based design firm Capital One acquired in 2014. Brandon serves as a member of the Institute of Design's Board of Advisors and received two master-level degrees from Illinois Institute of Technology, a Master of Design from the Institute of Design, and an MBA from the Stuart School of Business.

Shahzeen Attari is an Associate Professor at the O'Neill School of Public and Environmental Affairs at Indiana University Bloomington. Dr. Attari's research focuses on people's judgments and decisions about climate change and resource use. Her work draws on both cognitive and environmental science, and focuses on perceptions, motivations, and biases of how people use natural resources and respond to climate change. She has received an Andrew Carnegie Fellowship and has been named among the top ten scientists to watch under the age of 40 by Science News. Her work has been featured in many news outlets including the Washington Post, New York Times, and the Economist. She was a postdoctoral fellow at the Earth Institute and the Center for Research on Environmental Decisions at Columbia University. She received a Ph.D. in Civil and Environmental Engineering & Engineering and Public Policy from Carnegie Mellon University and a B.S. in Engineering Physics from the University of Illinois at Urbana-Champaign.

Rachael Shwom is a Professor in the School of Environmental and Biological Science's Department of Human Ecology and Acting Director of the Rutgers Energy Institute. She conducts research that links sociology, psychology, engineering, economics, and public policy to investigate how social and political factors influence society's responses to energy and climate problems. Rachael is currently a Co-PI on a multi-university, \$1.5 million National Science Foundation grant on "Reducing Household Food, Energy and Water Consumption: A Quantitative Analysis of Interventions and Impacts of Conservation" and PI on a collaborative National Science Foundation Grant "Responses to complex disruptive events: Cognition in a socio-political context." She is a member of the National Academy of Sciences Committee to Advise the U.S. Global Change Research Program and a co-author to the National Climate Assessment's Chapter 5 (Human Social Systems).

Reuven Sussman is director of the Behavior and Human Dimensions Program for the American Council for an Energy-Efficient Economy. He is also an Adjunct Professor and member of the Faculty of Graduate Studies at the University of Victoria (Canada). Dr. Sussman conducts research on energy efficiency behavior change and co-chairs the annual conference on Behavior, Energy and Climate Change. He has authored numerous academic papers and book chapters on the psychology of climate change, behavioral interventions to encourage energy efficiency, and the psychological determinants of pro-environmental behavior. Dr. Sussman has been an advisor

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for organizations, including the G20, that implement energy efficiency behavior change programs, and has testified before the California legislature and the National Academies of Sciences, Engineering and Medicine. He has also served as an expert reviewer for academic journals and large-scale government grant opportunities. Dr. Sussman sits on the editorial board of the *Journal of Environmental Psychology* and the *Journal of Social Psychology*. Dr. Sussman received a Ph.D. in Social and Environmental Psychology from the University of Victoria.

Charles Trevail is the Executive Chairman of the Interbrand Group of Companies. He is responsible for the overall leadership of Interbrand, and C Space. This is Trevail's fifth role as the head of a company, building upon his success at the helm of global customer agency C Space. Trevail hosts the *Outside In* podcast, which explores the strategies and philosophies of business leaders and big thinkers. There he holds conversations about how consumers and the world are changing and how companies are changing with them. Trevail has been a leader in the consulting world for over 25 years. Trevail's business passion is reinventing brands and businesses by collaborating with customers and stakeholders. He has been involved in helping McDonald's bring its "restaurant of the future" pilot to life in the United Kingdom; launching the world's first flat beds in business class with British Airways; and teaming with microfinance company, FINCA, on a new "barefoot consultant" initiative, to raise Tanzanian women out of poverty. Trevail also makes time for pro bono work, supporting and advising a number of non-profits doing the work that's needed to support a sustainable, global future.

Kim Wolske is a Research Associate Professor in the Harris School of Public Policy at the University of Chicago and a research fellow the Energy Policy Institute at the University of Chicago. Dr. Wolske's research draws on the fields of environmental, social, and cognitive psychology to examine the behavioral dimensions of energy and climate issues, with an eye toward improving the design of public-facing policies and programs. A central focus of her research is on understanding the motivations and barriers associated with consumer adoption of efficient and renewable energy technologies. Dr. Wolske is currently the Past President of the Society for Environmental, Population, and Conservation Psychology, which is Division 34 of the American Psychological Association. She received a Ph.D. from the University of Michigan.