

Behavior Change Programs to Save Energy: Evaluating, Measuring & Verifying



Behavior change methods are becoming widely recognized in the field of energy management as effective and low cost means to achieve energy savings. Behaviour change programs are based on research from social marketing, collective impact, cognitive science, behavioral economics and ethnography. One of the biggest challenges associated with behavior change programs, is how to cost-effectively approach evaluation, measurement, and verification (EM&V).

Online course

Objectives

- Summarize the basic concepts elements of behavior change programs to save energy
- Defining EM&V: goals of evaluation versus M&V
- Establishing the objectives of EM&V for behaviour change programs, while working within resource constraints
- Review data needs and methods to collect data, both qualitative and quantitative Introduce an EM&V case study based on work in progress at Carolinas Healthcare System (CHS)

Logistics

Webinar length:	1.5 hours
Regular fee:	\$150
CEUs:	0.15
CSEP Points:	0.25

Visit cietcanada.com for more information on training options and registration or contact us at info@cietcanada.com.

