



# Innovative Approaches in Behavioral Marketing for the Green Economy

*A GKA Research Conference*

*September 9-11, 2009  
Madison, WI*

*Hosted at the Wisconsin School of Business*



Fluno Center for Executive Education  
601 University Ave.  
Madison, WI 53715-1035

## Conference Agenda

Day	Time	Agenda Component
Wednesday 9/9	6:00pm–7:30pm	<b>Conference Opening Reception</b> <i>On the shores of Lake Mendota at the beautiful University of Wisconsin Memorial Union Terrace</i>
Thursday 9/10	7:30am–8:15am	Breakfast
Thu	8:15am–8:30am	<b>Welcoming Remarks; Conference Overview &amp; Objectives; Recognition of Sponsors; Logistical Announcements</b> , Jim Fay, GKA Research/Art Barnard, GKA Research/Sponsors
Thu	8:30am–9:30am	<p><b>Keynote Presentation—A Vision for the Green Economy</b>, Dr. Chris Laszlo, Sustainable Partners</p>  <p><i>This presentation will describe the goals of an economic transition: a vision of a working green economy. The benefits, pathways and tactics to reach these goals will be presented. What are the barriers and key issues to be resolved? What are the resources needed and timing? Who are the stakeholders and what are the expectations of them; what are their responsibilities? How will risk and innovation be encouraged and rewarded?</i></p>
Thu	9:30am–9:50am	Break
Thu	9:50am–10:35am	<p><b>Plenary I – What’s New in Behavioral Science? Shifting Worldviews in Human Economic Behavior</b>, Dr. Daniel Read, Visiting Professor of Behavioral Economics, Yale University</p> <p><i>This presentation will describe the effect of the entire body of recent research in behavioral sciences and how it changes our fundamental understanding of the motivations and decision-making processes of humans. It will discuss how our view is changing from a fundamental assumption of “Rationality” (Homo Economicus) to something new.</i></p>
Thu	10:35am–11:20am	<p><b>Plenary II - A New Perspective on Consumer &amp; Business Motivations and Profiling: Results of Philographics Research</b>, Art Barnard, President, GKA Research</p> <p><i>GKA Research uses its innovative new <b>Philographic Profiling™</b> approach to identify and characterize the deepest, often unarticulated motivations and needs of the decision-makers in a green economy. By designing programs around the consumer or business decision-maker–market pull instead of technology push–new products, services and programs can achieve breakthrough impact, simultaneously lowering implementation costs and increasing market impact.</i></p>

Conference Agenda  
(continued)

Thursday 9/10	11:20am– 11:30am	<b>Overview of Challenges to Reaching Green Economy Goals</b> , <i>Jim Fay, GKA Research</i>  <i>This presentation will briefly introduce the four conference themes - 1) Marketing Green Products and Services; 2) Closing the Energy Efficiency Gap; 3) Achieving Sustainable Communities; and 4) Realizing Renewable Energy Goals and set-up the key issues for the afternoon concurrent sessions.</i>	
Thu	11:30am– 12:30pm	Sponsored Lunch   <b>Speaker: Dane County Executive Kathleen Falk</b> , “ <i>Championing Innovation in Realizing Local Sustainability Goals</i> ”	
		<b>Concurrent Sessions</b> <i>Attendees can choose from among two green economy topics in each of these hour-and-a-half afternoon sessions</i>	
Thu	1:00pm– 2:30pm	<b>Marketing Green Products and Services</b> <i>This session will present case studies of using new learning in the behavioral sciences to accelerate the adoption of green products and services. Topics may address: historical lessons from marketing green products and services, the role of customer trust and the market valuation of certification, distinguishing “greenness” from other product and service attributes, and a summary of lessons learned and knowledge gaps.</i>  <b>Panel Discussion: The Market Value and Price of the Green Premium</b> <i>Moderator: Art Barnard, President, GKA Research</i>  <i>Panelists:</i> <b>Charles Koontz</b> , <i>Renewable Income Stream Leader, Integrys Energy Services</i> <b>Paul Dominie</b> , <i>Green Advisor, Coyle Carpets</i> <b>Jeff Neubauer</b> , <i>President &amp; CEO of Kranz, Inc.</i>	<b>Closing the Energy Efficiency Gap</b> <i>This session will highlight new approaches to designing and developing energy efficiency programs that view the consumer using the new perspectives on human behavior. Topics may include the origin and history of the gap and the rationality assumption, free riders and drivers, marketing strategies and messages to leverage penetration and impact, and a summary of lessons learned and knowledge gaps.</i>  <b>Redefining the Energy Efficiency Decision: Moving Beyond Life-Cycle Economics</b> <i>Moderator: Karen Martinez, Research Associate, ACEEE</i>  <b>Brian Ward</b> , <i>Managing Consultant, PA Consulting Group, “An Evaluator’s Perspective”</i> <b>Kathy Kuntz</b> , <i>Director, Energy Programs, Wisconsin Energy Conservation Corporation</i> <b>Stephanie Folk</b> , <i>Communications and Marketing Manager, CNT Energy</i>

## Conference Agenda (continued)

Thursday 9/10	2:30pm– 2:50pm	Break	
Thu	2:50pm– 4:20pm	<p><b>Achieving Sustainable Communities</b> <i>Corporate and community strategies to achieve sustainability rely upon the decision-making of individuals in a variety of stakeholder roles—as consumers, as members of the community, as citizens, etc. This session will discuss examples of how new insights developed from recent research in the behavioral sciences held the key to successful strategies to achieve sustainability.</i></p> <p><b>Behavioral Marketing to Increase the Impact of Environmental Programs</b> <i>Moderator TBD</i></p> <p><b>Joe Starinchak</b>, Outreach Coordinator, National Fish &amp; Wildlife Service, “Improving Environmental Programs with Behavioral Marketing “</p> <p><b>Dennis Guy</b>, City of Hamilton, Ontario, “Tales from the Watercooler: Starting Conversations to Increase Recycling”</p> <p><b>Suzanne Malec-McKenna</b>, Commissioner, City of Chicago, Department of the Environment</p>	<p><b>Realizing Renewable Energy Goals</b> <i>This session will present case studies of applying new learning in the behavioral sciences to accelerate the adoption of renewable energy—solar, wind and biomass sources. Topics may address: identifying innovators and early adopters as marketing segments, identifying and valuing key non-economic product and service attributes, and behavior-related insights into successful renewable energy marketing strategies.</i></p> <p><b>Behavioral Marketing Keys to Accelerating the Market Adoption of Renewable Energy Products</b> <i>Moderator: Jim Fay, Vice President, Strategic Consulting, GKA Research</i></p> <p><b>Dr. Christopher DeMarco</b>, Professor of Electrical Engineering, University of Wisconsin, “Fitting Renewables into the Smart Grid Market”</p> <p><b>Jim Fay</b>, Vice President, Strategic Consulting, GKA Research, “Moving Retail Wind Markets to the Mainstream”</p> <p><b>Christine Geltz</b>, President, Geltz Communications, “Social Influence Factors in Accelerating the Market Penetration of Renewable Energy”</p>
Thu	6:00pm– 8:30pm	<p><b>Conference Reception and Group Dinner</b></p> <div data-bbox="847 1703 1000 1894">  </div> <p><b>Wisconsin Lieutenant Governor Barbara Lawton</b>, “The Role and Perspective of Governments in Transitioning to a Green Economy”</p>	

Conference Agenda  
(continued)

Friday 9/11	7:00am– 8:15am	<b>Networking Breakfast</b> <i>Attendees can meet their peers and choose among specific discussion topics in behavioral marketing in a green economy. A buffet breakfast will be available.</i>	
<b>Concurrent Sessions (continued)</b>			
Fri	8:20am– 9:40am	<b>Making Green Products and Services Work</b> <i>Moderator: Kristin Branch, Director, A.C. Nielsen Center for Marketing Research, University of Wisconsin</i>  <b>Keith Miller</b> , <i>Manager of Environmental Initiatives and Sustainability, 3M</i> <i>“3M’s Approach in Marketing Environmental Solutions”</i> <b>Paul Lilienthal</b> , <i>President, Pictura Graphics Managing a Green Supply Chain</i> <b>Thomas L. Eggert</b> , <i>Co-Director of the Business, Environment and Social Responsibility Program, University of Wisconsin</i> <i>“Green Marketing and Consumer Behavior”</i>	<b>Informing Energy Consumers’ Decisions</b> <i>Moderator: Sam Braithwait, Director Wisconsin Public Utility Institute</i>  <b>Jennifer Robinson</b> , <i>Senior Project Engineer at the Electric Power Research Institute,</i> <i>“Residential Electricity Use Feedback: A research Synthesis and Economic Framework”</i> <b>Clay Nesler</b> , <i>Vice President, Global Energy and Sustainability, Johnson Controls, Inc.</i> <i>“Increasing Energy Awareness”</i>  <b>Speaker TBD</b>
Fri	9:40am– 10:00am	Break	
Fri	10:00am– 11:15am	<b>Building Sustainability into Organizations</b> <i>Moderator: TBD</i>  <b>Laura Timm</b> , <i>Director of Corporate Communications and</i> <b>John Mourand</b> , <i>Corporate Environmental &amp; Resources Manager, Briggs &amp; Stratton Corporation,</i> <i>“Sustainability in Organizations”</i> <b>Charles Koontz</b> , <i>Renewable Income Stream Leader, Integritys Energy Services,</i> <i>“Building Sustainability in an Energy Services Company”</i> <b>Mark McDermid</b> , <i>Director, Cooperative Environmental Assistance Bureau, Wisconsin DNR,</i> <i>“Fostering Innovation, Competition and Environmental Improvement in the Green Tier Program”</i>	<b>Moving Green Buildings Beyond the Traditional Cost Framework</b> <i>Moderator: Svein Morner, Sustainable Engineering Group, LLC</i>  <b>John Nelson</b> , <i>Professor Emeritus, Civil Engineering, University of Wisconsin</i> <i>“The Collision of Behavioral Norms and Green Buildings - New Thinking and Tools for Owners, Designers, Constructors, and Occupants”</i> <b>Craig Zurawski</b> , <i>Executive Director, Alliance for Sustainable Built Environments,</i> <i>“Sustainable Buildings Strategies”</i> <b>Robin Pharo</b> , <i>Program Director, Green Built Home Program, Wisconsin Environmental Initiative,</i> <i>“Residential Green Buildings” (Invited)</i>

## Conference Agenda (continued)

Friday 9/11	11:20am– 12:20pm	<p><b>Closing Panel: Perspectives on Where We Go From Here</b>  <i>Panel Moderator: WISC-Madison Editorial Director Neil Heinen</i></p> <p><i>This closing panel will present brief perspectives on the common elements in successfully applying innovative approaches in behavioral marketing for the green economy. Looking forward, the panel will discuss the future role and impact of these methods and the need to remove barriers to their application.</i></p> <p><b>Judy Ziewacz</b>, Director, Wisconsin Office of Energy Independence  <b>John Imes</b>, Executive Director, Wisconsin Environmental Initiative  <b>Dr. Daniel Read</b>, Professor of Behavioral Economics, Yale University  <b>Jeff Neubauer</b>, President &amp; CEO of Kranz, Inc.</p>
Fri	12:20pm	<b>Conference Wrap Up &amp; Adjourn</b>



**GKA Research**

EXPERIENCE • EXPERTISE • ANSWERS • VALUE

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### LODGING INFORMATION

The Fluno Center has 100 executive residence rooms, providing program participants with convenient and comfortable overnight accommodations. Make your reservations by calling the Fluno Center at 877-77-FLUNO. Room rates are \$144 per night. Parking is available at the Fluno Center for \$8 per day.

Also see: <http://exed.wisc.edu/fluno/default.asp>

### REGISTRATION

Register online at:  
[www.gkaresearch.com/register.html](http://www.gkaresearch.com/register.html)

Or, return this form and your check to:  
Kim Dobbins  
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### QUESTIONS

E-mail: [KDobbins@GKAResearch.com](mailto:KDobbins@GKAResearch.com)  
Phone: (800) 205-7145

### UPCOMING EVENTS

To see other conferences GKA Research will be participating in, follow this link:  
<http://www.gkaresearch.com/events.html>

### REGISTRATION INFORMATION

Registration Options: **SPECIAL RATE \$400**

- Regular (July 16 – Aug. 31) ..... \$500
- Late (after Aug. 31)..... \$550

Register online and pay using a credit card at: [www.gkaresearch.com/register.html](http://www.gkaresearch.com/register.html). There is an additional \$20 fee for paying via credit card.

Or, print this form and return it with your check to:

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### Contact Information:

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- Check here if you will have dinner at the Fluno Center on Thursday evening