

2008 Behavior, Energy and Climate Change Conference Roundtable Abstract

12. How Can New Virtual World Technologies be Used to Increase EE & RE Adoption?

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Abstract: New Web 2.0 and 3D Virtual World technologies can encourage greater participation in energy efficiency (EE) and renewable energy (RE) programs by creating highly intuitive, immersive and interactive online visual environments where people can experience solutions directly. Currently, most programs are designed separately to support different energy savings, efficiency and/or renewable schemes (e.g., Appliance efficiency, Lighting, Windows, HVAC, Photovoltaic, Solar thermal, Wind, etc.). These approaches don't create very friendly customer-centric experiences. State agencies are pushing for more integrated, results-oriented programs with an emphasis on integrated marketing and outreach strategies, and are considering cross-linking of different incentives, rebates, or tax credits. Emerging Web 2.0 and virtual world environments present new capabilities for online communication, interaction, and immersive problem solving that reach beyond the limitations of current information dissemination approaches. Considering a customer's context – be it households, small business or large commercial enterprises – is the key to understanding their motivations and making green products and services relevant to them. The roundtable will discuss examples and explore implications on how the new 'customer-engagement' technologies can be used to help modify behavior, response, interaction and feedback to achieve greater engagement and participation in protecting the environment and reducing GHG emissions.

Bio: Grant Ricketts is principal of LearningGovernance.com and a widely recognized expert on enterprise software applications, change management and the adoption of new technologies in commercial environments. He was a founding member of Saba Software (NASDAQ: SABA) where he served as Vice President Business Development for the past 10+ years, helping the company grow from start-up, to a successful IPO in April 2000, and today employing over 500 people serving over 1,300 customers worldwide. He's been a frequent industry speaker and workshop facilitator. He is also a member of the Virtual Worlds Forum hosted by SRI in Palo Alto, CA.