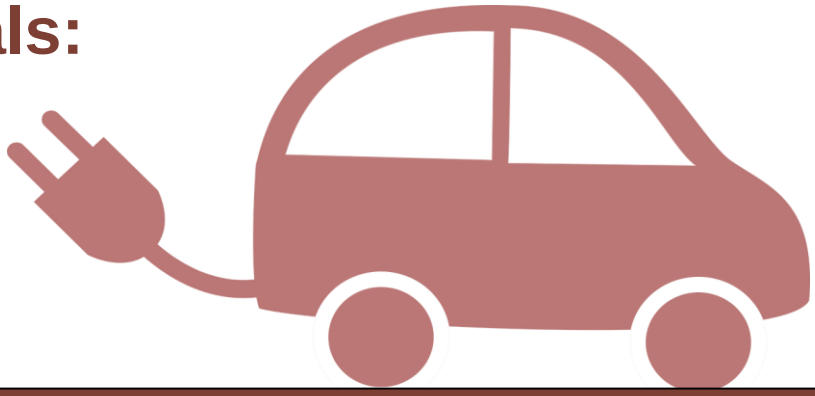
Behavior and the Diffusion of Innovations for Climate Goals:

The Case of Electric Vehicle Adoption



Sustainable Energy Seminar Series

Moving away from carbon-intensive technology is becoming increasingly important, but the multi-faceted nature of this transition makes it difficult. Dr. Taylor will introduce a framework for understanding the diffusion of climate-relevant innovations that is designed to accommodate a systematic consideration of insights into human behavior. This presentation will show how applying this framework – here, to the illustrative case of electric vehicle adoption – can generate structured, policy-relevant insights and ground a targeted research agenda to fill knowledge gaps and promote the adoption and diffusion of clean technology.

Thursday, March 5th
Senate Room, 608 Robertson Hall
Carleton University

5:45 – 6:00 PM Meet the Speaker
6:00 - 6:45 PM Presentation
6:45 - 7:30 PM Q & A

Margaret Taylor is a Research Scientist at Lawrence Berkeley National Laboratory and recently held a Fulbright Canada Research Chair in the Environment and Economy at the University of Ottawa (2018-19). She is affiliated with several units of the University of California, Berkeley, where she was a public policy professor from 2002-11. In addition, she held a research appointment at Stanford University's Precourt Energy Efficiency Center (2012-18) and served as the Stanford co-Chair of the Behavior Energy Climate Change conference for most of that time (2013-18). Margaret's research advances "Innovation Decision Science," which addresses human and organizational decision-making related to the invention, adoption, and diffusion of technologies that help reduce climate change emissions and impacts.

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