



Sustainability Perspectives

Can psychology help promote homeowner energy conservation? Results from a town-gown collaborative experiment

Kathryn Caldwell, assistant professor of Psychology at *Ithaca College*, and **Elisabeth Harrod**, general manager of *Snug Planet*, are collaborators on a 3-year contract with the *New York State Energy Research and Development Authority (NYSERDA)* to study the effects of social marketing techniques in the private home retrofit sector for promoting homeowner energy conservation behaviors.



Monday, September 11, 2017 from 12:20 – 1:20PM
deWitt Lecture Hall, Zabriskie Hall Room 106

All *Sustainability Perspectives* series events are free and open to the public.
The series explores the concept of 'sustainability' from a variety of viewpoints.

Wells is committed to providing access to all events; anyone needing assistance should contact Marian Brown, Center for Sustainability and the Environment, at 315-364-3304 or by email at mbrown@wells.edu, as soon as possible.



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