

Big Data Projects on Solar Tech Evolution and Diffusion

Kickoff Meeting

July 15, 2013

Arlington, Virginia

AGENDA *(draft, subject to change, 07/10/2013)*

7:30 AM	Meeting registration	
8:05	Welcome and kickoff meeting overview Adam Cohen, SunShot Fellow	
8:15	Opening remarks David Danielson, Assistant Secretary of Energy Efficiency and Renewable Energy	
8:25	Disruptive solar market transformation Each of seven teams, supported by the Energy Department's Solar Energy Evolution and Diffusion Studies (SEEDS) program, will give rapid-fire five-minute presentations on the market-relevant impact of their project, if successful.	
9:10	Overview of the SunShot Grand Challenge and the Soft Cost Dilemma Minh Le, Solar Office Director	
9:25	Coffee break	
9:50	Understanding the Evolution of Customer Motivations and Adoption Barriers in Residential Photovoltaics Markets Easan Drury, National Renewable Energy Lab <i>Market partner:</i> Clean Power Finance <i>Research partners:</i> Lawrence Berkeley National Lab, Michigan State University, Portland State University, Social and Environmental Research Institute, University of Arizona, University of Colorado Boulder, University of Michigan	TECH DIFFUSION
10:25	The Influence of Novel Behavioral Strategies in Promoting the Diffusion of Solar Energy Kenneth Gillingham, Yale University <i>Market partners:</i> Clean Energy Finance and Investment Authority, SmartPower <i>Research partner:</i> New York University Stern School of Business	TECH DIFFUSION
11:00	Design of Social and Economic Incentives and Information Campaigns to Promote Solar Technology Diffusion through Data-Driven Behavior Modeling Yevgeniy Vorobeychik, Sandia National Labs <i>Market partner:</i> California Center for Sustainable Energy <i>Research partners:</i> National Renewable Energy Lab, University of Pennsylvania Wharton School	TECH DIFFUSION

11:35	Forecasting and Influencing Technological Progress in Solar Energy Deborah Strumsky, University of North Carolina at Charlotte <i>Research partners:</i> Arizona State University, University of Oxford	TECH EVOLUTION
12:10 PM	Networking lunch	
1:10	Scaling Up Shared Solar Anna Brockway, SunShot Fellow	
1:25	Helios: Understanding Solar Evolution through Text Analytics Jeffrey Alexander, SRI International	TECH EVOLUTION
2:00	Evaluating the Causes of Photovoltaics Cost Reduction: Why is PV different? Jessika Trancik, Massachusetts Institute of Technology	TECH EVOLUTION
2:35	An Emergent Model of Technology Adoption for Accelerating the Diffusion of Residential Solar PV Varun Rai, University of Texas at Austin <i>Market partners:</i> Austin Energy, Frontier Associates	TECH DIFFUSION
3:10	Coffee break	
3:30	Panel Discussion 1: Accelerating Tech Progress through Policy Researchers are devising clever ways to synthesize data about technological innovation. How can they ensure that results are timely and actionable? <i>Moderator:</i> Samuel Baldwin, DOE <i>Panelists:</i> Eric Beinhocker, Institute for New Economic Thinking, Oxford U. Robert Margolis, National Renewable Energy Lab	
4:10	Panel Discussion 2: Social Solar Grows Up Similar to tech R&D, there is a social science “valley of death” in which results are difficult to translate into self-sustaining businesses. How can researchers ensure there’s a realistic pathway to move social solar into energy markets? <i>Moderator:</i> Jonathan Burbaum, ARPA-E <i>Panelists:</i> Dena Gromet, University of Pennsylvania Brian Keane, SmartPower Paul Stern, National Research Council	
4:50	Closing remarks	
5:00	Adjourn	