

## Attitude, Design & Action

‘Attitude, Design & Action’ is the fifth in a series of workshops within the Energy Efficiency project that started in 2008. This joint project of VUB Crosstalks, UGent, Flanders District of Creativity, VITO and others, is aiming at common objectives and recommendations for all stakeholders in energy efficiency. On September 11, we want to explore the interdependencies between individual behavior, political will, effective incentives, technology expertise & pilot-projects, available tools & transparent interfaces. Event partners are the Interactive Institute from Sweden, the Swedish Embassy, Modo Bruxellae and the Sustainable Energy Europe Campaign.

The cross-disciplinary procedure allows investors, corporate business, energy providers and distributors, policymakers, researchers and individual citizens to interact and exchange ideas in order to come to common and collaborative objectives. Input comes from evolutionary biology, physics, engineering and outer space programs to economy, design & architecture,...

### **Program workshop**

Workshop Attitude, Design & Action - From Energy Efficient Pilot Projects to Energy Effective Action

Friday September 11, 2009 at De Markten, Brussels

9:00 AM – 3:00 PM followed by expo visit Visual Voltage by the Interactive Institute of Sweden

### **MORNING SESSION**

Invited talk "Social proof as an effective incentive for energy efficient behavior" by Alex Laskey (Positive Energy/Arizona State University)

Event chairs: Alok Nandi (Founder of Architempo and Pecha Kucha Night Brussels) and Gerrit-Jan Schaeffer (Director of Innovation & Renovation at VITO)

Talk 1 on Mobility + discussion

Joeri De Ridder (AVERE, Greenmobil, BE)

Talk 2 on Sustainable Design + discussion

Jan Van Mol (Addict lab, eco and green design)

Talk 3 on Visual Voltage + discussion

Olle Dierks (Interactive Institute Sweden)

Talk 4 on Positive economy+ discussion

To be announced

### **LUNCH & AFTERNOON**

Visit to expo Visual Voltage by the Interactive Institute of Sweden

Kanselarijstraat 19 – Brussels

**Bio Alex Laskey, President, Founder, Positive Energy**

Laskey's expertise is in marketing and policy. Most recently he worked on several statewide ballot measures on environmental issues with the public opinion research and political strategy firm of Fairbank, Maslin, Maullin, and Associates (FMMA). While at FMMA, Laskey provided strategic consulting for The Nature Conservancy, The Trust for Public Land, The League of Conservation Voters, and the Sacramento Area Flood Control Agency. Previously, Laskey managed a high profile campaign for the California State Assembly and ran other local and state campaigns. Laskey has worked in the White House and on two presidential campaigns. Before turning to politics and policy, Laskey worked as the director of new business for The Romann Group, a New York-based advertising agency where he identified, pursued and signed on over \$50 million in business from consumer-facing clients including Citibank, Echostar - Dish Network, Priceline, Time Warner Cable, and AT&T.

Alex Laskey received his B.A. in History of Science from Harvard University where he received a Ford Foundation Grant for his research on the environmental history of the American West.

**location & registration**

Registration fee is 80 euro (lunch included). Students and NGO-members can participate at a reduction rate of 20 euro on special request. Payment is effected via invoice.

You can register online. You will receive a confirmation and more practical information on September 7th 2009. - [www.crosstalks.vub.ac.be](http://www.crosstalks.vub.ac.be)

Location is  
De Markten  
Oude Graanmarkt 5 Place du Vieux Marché aux Grains  
1000 Brussels