



West Village

DAVIS, CALIFORNIA

Building Statistics



Power Users

4.6x

The amount of A/C power used by the highest users at West Village versus the average user at West Village.

Can You Take the Heat?

"It's a sustainable community so I can use the A/C as much as I want."

"I want to save energy, especially after this study."

Cooling without A/C... "that's something I don't want to do."

Impact of Intervention

43%

of participants used passive cooling instead of A/C more often than before. (N=7)

43%

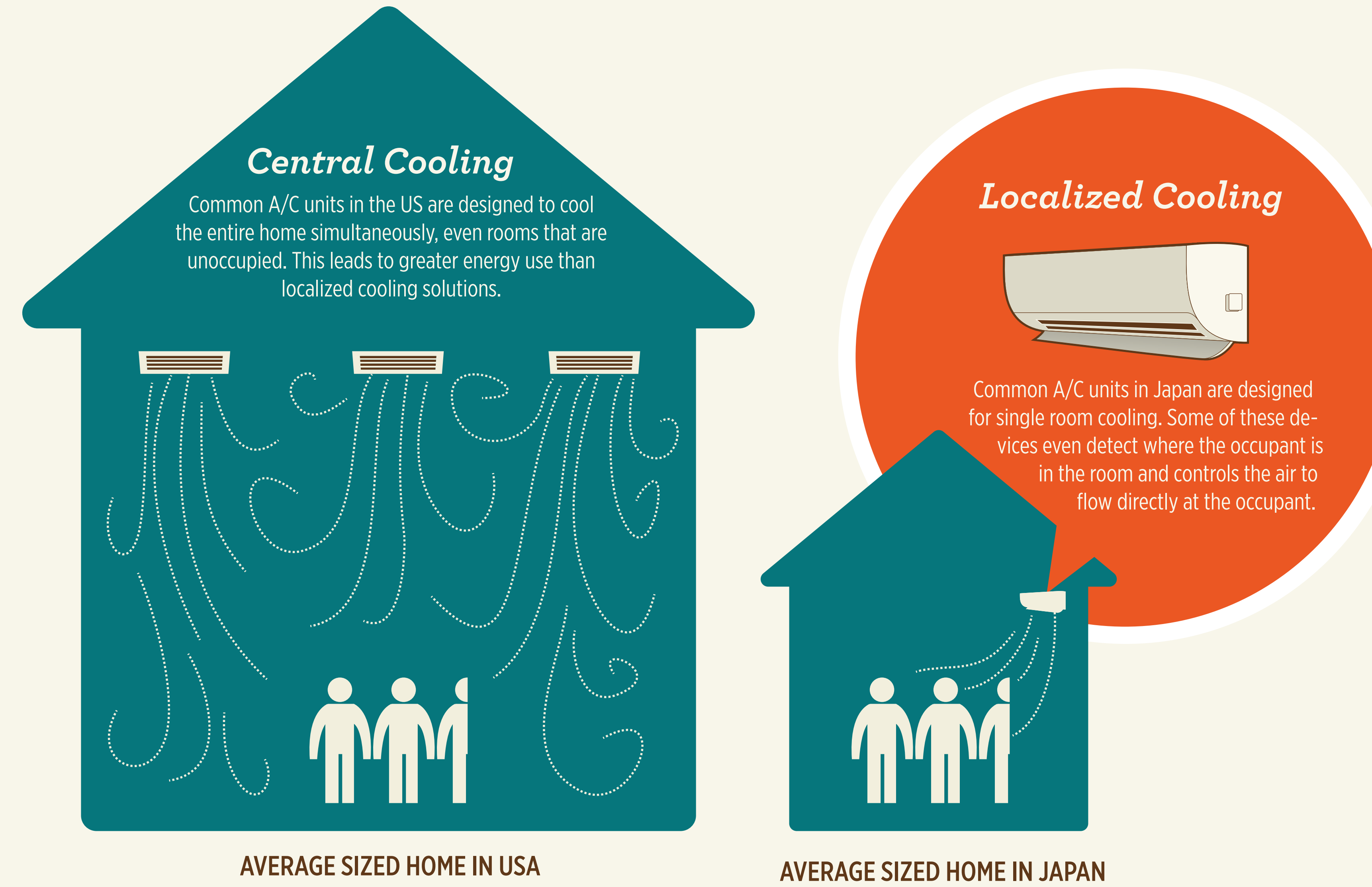
of participants plan to continue using passive cooling in the future. (N=7)

A TALE OF TWO CITIES

Comparative Cooling Strategies in Japan and the US

By Sarah Outcault, Kristin Heinemeier, Jennifer Kutzleb, Marco Pritoni and Qiwei Wang | WCEC.UCDAVIS.EDU

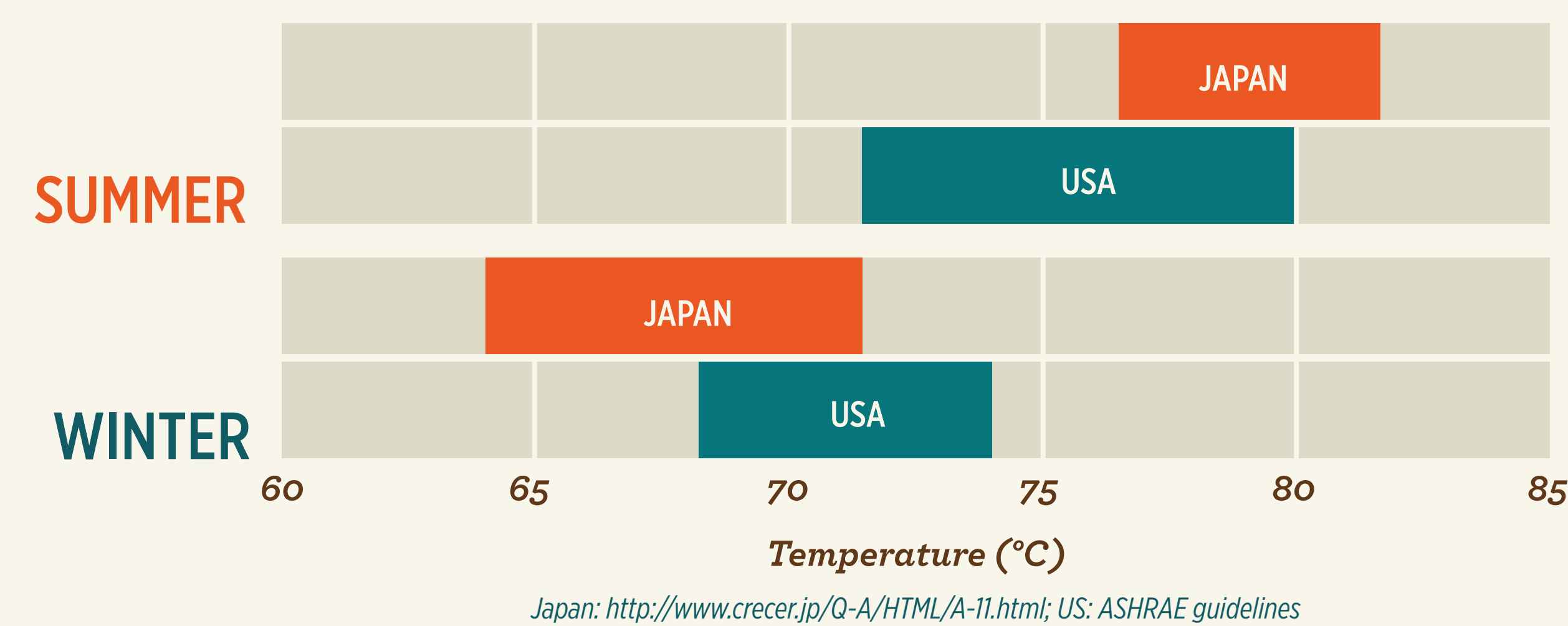
Housing Characteristics Matter



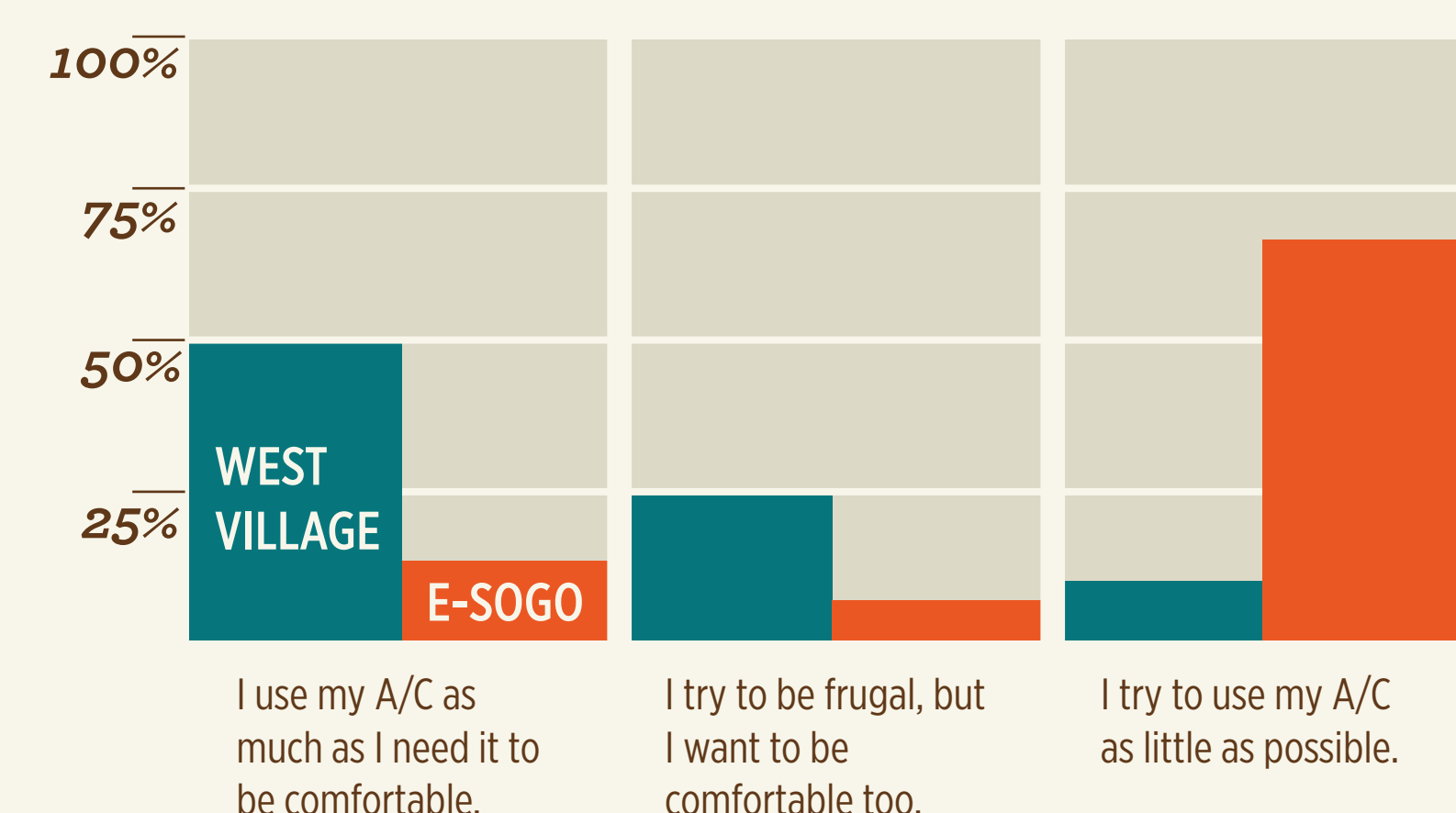
Behavioral Levers Used

- » Education and Awareness
- » Commitment
- » Social norms
- » Reminders
- » Environmental Altruism

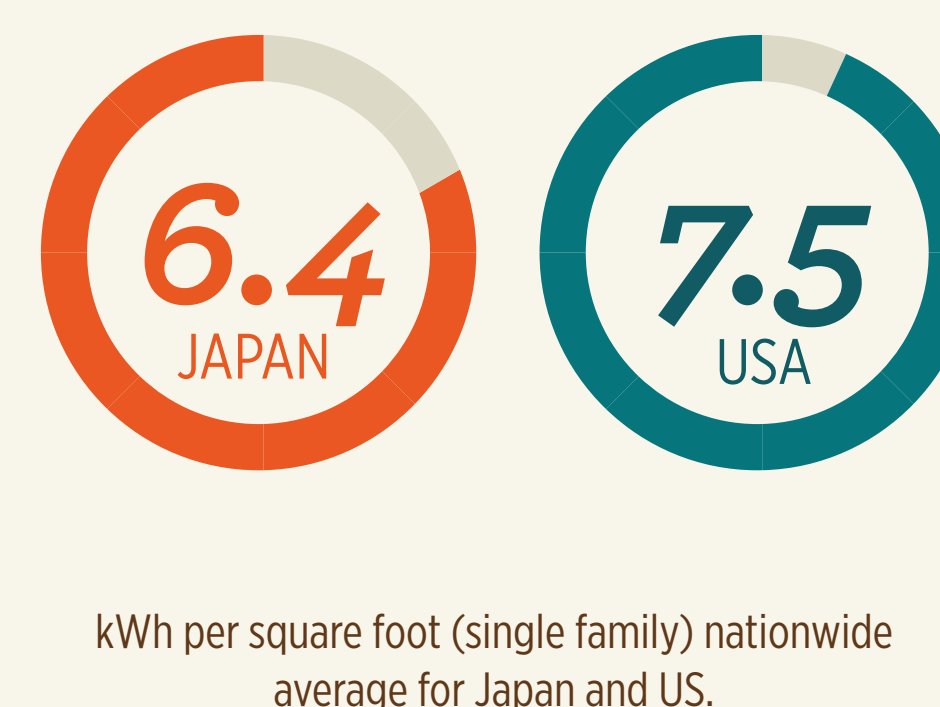
Industry Standards Drive Social Norms



I like to be comfortable but...



Power Difference



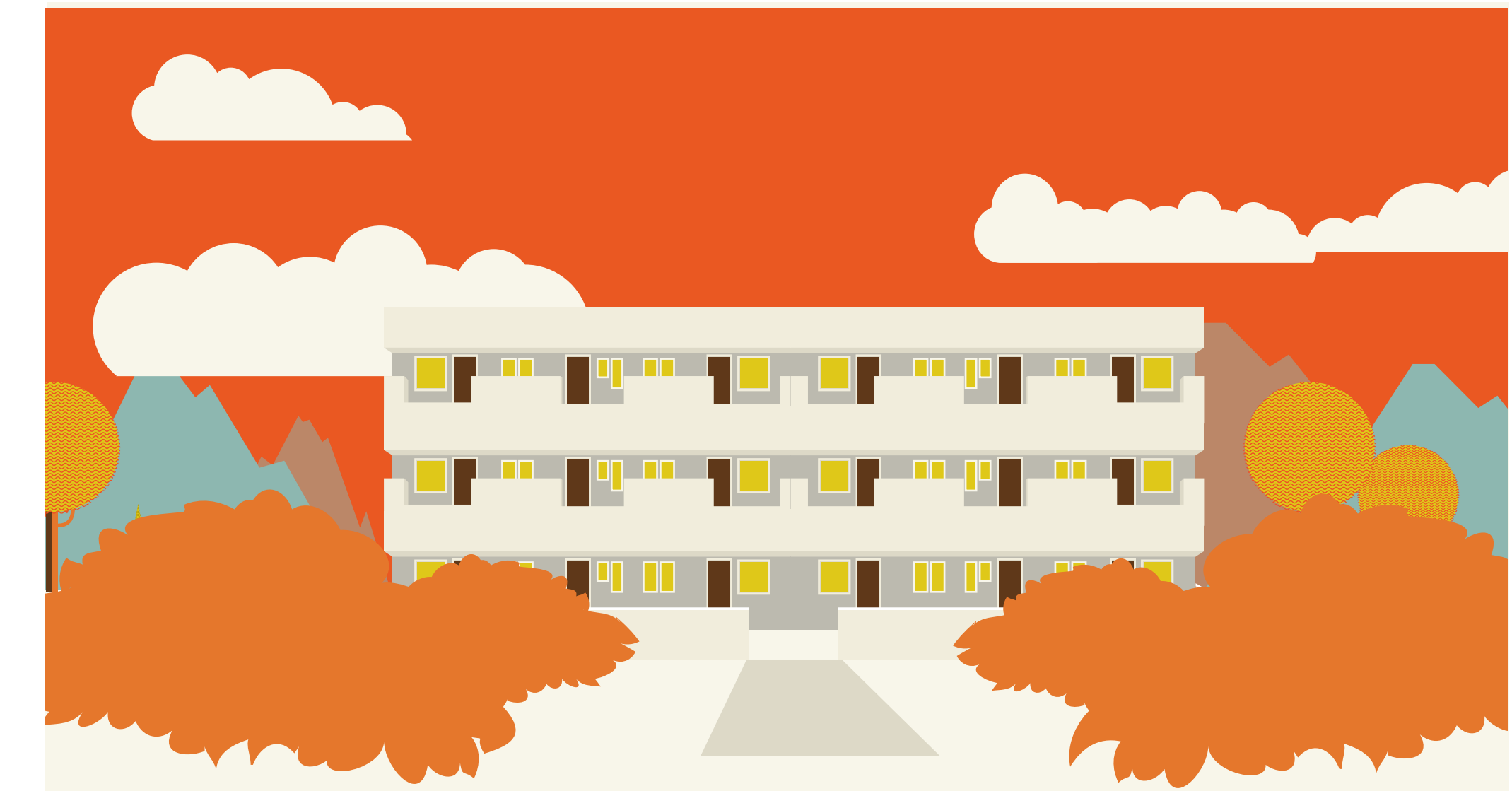
Learn More

Download the Presentation from BECC Japan:

bit.ly/beccjapan

The Western Cooling Efficiency Center is a non-profit academic research center at UC Davis focused on holistic solutions for HVAC energy efficiency. Check out more of our research here:

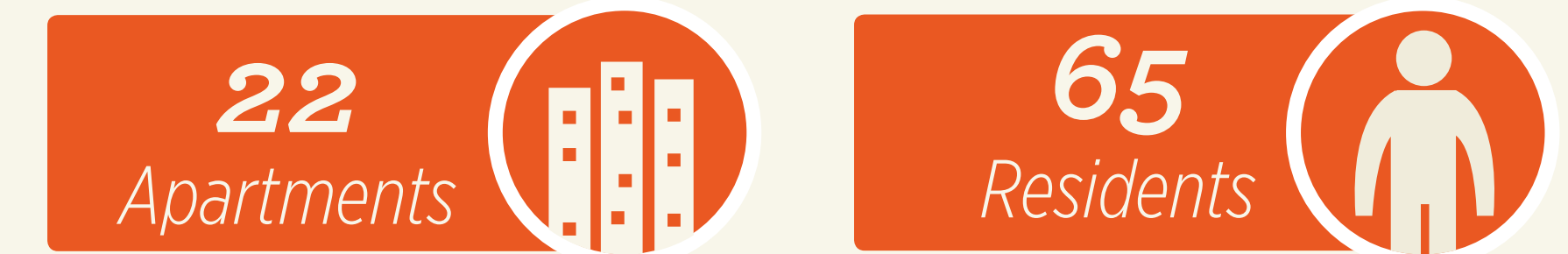
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E-Sogo

YOKOHAMA, JAPAN

Building Statistics



Power Users

2.3x

The amount of A/C power used by the highest users at E-Sogo versus the average user at E-Sogo.

Can You Take the Heat?

"...Being hot is not always a bad thing."

"On one hand, I'm so conscious about energy savings, on the other hand, it was very hot this summer so I used AC more than before."

Impact of Intervention

45%

of participants used passive cooling instead of A/C more often than before. (N=11)

STUDY RESULTS

★★★★★

7%

ENERGY SAVINGS