

# WISE

WATERLOO INSTITUTE  
FOR SUSTAINABLE ENERGY



## LECTURE SERIES

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BUILDINGS | CARBON CAPTURE AND STORAGE | FUEL CELLS | NUCLEAR | POLICY | PLANNING  
RENEWABLES | SMART GRID | STORAGE | SUSTAINABLE MOBILITY | SUSTAINABILITY ANALYSES

PRESENTED BY THE WATERLOO INSTITUTE  
FOR SUSTAINABLE ENERGY

**Tuesday, October 29, 2013**  
**3 - 4 pm**  
**DC 1302**

## BEHAVIOUR CHANGE: AN UNTAPPED RESOURCE IN COPING WITH CLIMATE CHANGE

**Dr. Ron Dembo**, founder and CEO of Zerofootprint.

We are now well beyond debating climate change and are starting to deal with the reality of adaptation. Mostly, when we discuss adaptation or energy reduction, the dialog revolves around infrastructure changes – better buildings, more insulation, more efficient light bulbs etc. But this is only part of the problem.

The big hidden opportunity for sustainability comes from engagement at the individual level – it is a largely untapped resource and a big part of the solution. How do we get entire populations to change their behaviour in a democratic country? For example, how do we take Canada, from 17th out of the 18 wealthiest countries in energy efficiency to one of the best? How do we get Canadians to eat and exercise better thereby putting less of a load on our unsustainable health system? The answer will probably come from a combination of big data, mathematics, social science, behavioural economics and software and drawing from the lessons learned from other countries and from our own loyalty programs. Undoubtedly, when we make significant progress in this area, it will be one of our most cost-effective tools for creating a resilient society.

### Biography



Ron Dembo is the Founder and CEO of Zerofootprint, a cleantech software and services company that makes environmental impact measurable, visible and manageable for businesses, governments, institutions and individuals. Zerofootprint's solutions mitigate environmental risk and drive cost reductions through behavioural change.

Dr. Dembo is also the Founder and former CEO of Algorithmics Incorporated, growing it from a start-up to the world's largest enterprise risk management software company, with over 70% of the world's top 100 banks as clients, and consistent recognition as one of Canada's 50 best managed companies.

In May 2007, Dr. Dembo was made a lifetime Fields Institute Fellow. This fellowship honors individuals who have made outstanding contributions to the Fields Institute, its programs, and to the Canadian mathematical community.

Currently, he sits on a number of boards and is a member of the Climate Change Adaptation Advisory Committee Canada and UN HABITAT World Urban Campaign Steering Committee.