

GAVIN MCCORMICK

WattTime

Co-Founded with Anna Schneider

2014 Climate Fellow



BIG BOLD IDEA

Empower people and smart devices to get their electricity from energy sources they believe in by using energy at the times when it's cleanest.

ORGANIZATION OVERVIEW

WattTime empowers homeowners, building managers, and organizations to know where their electricity comes from, and to choose sources they support. Our innovative "environmental demand response" software platform combines open data and cutting-edge analytics to inform and engage consumers, as well as to enable smart devices to automatically prioritize cleaner power sources in real-time. Our service directly lowers carbon footprints for users, increases the long-term price competitiveness of renewable power, and facilitates the physical integration of more renewable energy onto the grid – essential steps toward the clean energy economy.

PERSONAL BIO

Academic and social entrepreneur, Gavin applies behavioral economics to energy markets to develop ultra-low-cost techniques to deliver more renewable power and energy efficiency at scale. While a PhD student at UC Berkeley, Gavin discovered green power can be provided at much lower cost simply by correcting for the effects of known cognitive biases on electricity market incentive structures. As co-founder and Executive Director of WattTime, Gavin now helps connect people and smart devices to this novel technique for drawing cleaner electricity from the regular power grid. His prior work with the US Department of Energy's Pacific Northwest National Lab included applying behavioral economics to increase the impact of existing government energy initiatives. Gavin's energy industry experience also involved advising large industrial clients through NERA Economic Consulting. He is a graduate of Williams College.

Issue area

Environment

Organization/Fellow Location

Oakland, United States

Impact Location

North America

United States

Organization Structure

Nonprofit

[VISIT WEBSITE](#)

