

APPENDIX 8: Behavioural Change



Many studies have found that individual behaviour can produce highly significant energy reductions, ranging from 25% to 50%. Even small changes are a good start and this type of positive attitude opens more possibilities for further improvements in the future.

FINDING MOTIVATION

Spiralling energy costs affect all of us and the need to control our energy usage has never been more important. Anything we can do to reduce our energy bills will also help to reduce our carbon footprint.

Whatever your motive it is eminently possible to reduce your energy bills (and carbon footprint) without affecting your lifestyle.

If you run a business with employees, or a household with other occupants, finding the right motivation for them can be tricky. If you are the bill payer on site, it is easy to see why you should save energy and carbon, but we need more motivation for the other occupants.

Raising awareness of the benefits of saving energy can be a good start. It pays dividends to promote energy efficiency across a company because small behavioural changes, such as switching off equipments and lights when not in use or is not necessary, will have a major impact.

NEWSLETTER

If your company has a newsletter, include a column that has energy saving tips. Choose a new topic each month, such as lighting or thermostats. It could even include features on any new low carbon technologies that the company has invested in.

INCENTIVES

Targets and incentives give people something to aim for. For example, you could suggest that if this month's electricity use is 5% less than last months, you will organise a team away day, or buy something nice for the building.

PAYSLIPS

If you pay employees, there is usually a space on a payslip for a message from the company. This could be an energy saving tip or slogan.

EMAILS

Energy saving advice can be e-mailed out to employees frequently, without wasting energy.

POSTERS

Posters in handy places, such as behind the photocopier, or on the backs of toilet cubicle doors, will be read by the occupants of the building. Make sure the advice on these posters is clear and easy to remember.

COMPETITION WITHIN YOUR SITE

If your site has more than one department or team, a little friendly competition between them could spur on their energy saving efforts. Make sure that the prize for the competition is something worth the extra effort.

COMPETITION WITH A RIVAL/ANOTHER COMPANY

Competitions in the sporting world can create a much more passionate match or game. Creating competition with other sites like yours can improve the motivation of your team as a whole. This could be another site in a chain or franchise, or just the people next door.



START GOOD HABITS

Use norms to encourage people to engage in positive behaviours rather than avoid harmful actions. If people observe members of their community acting sustainably, we are more likely to do the same.

TRAINING DAYS

Treat energy saving as part of what it means to work for your organisation. Have structured training days which point out the importance of energy saving, as well as how to achieve savings on your site.

Leaving the room?
SWITCH ME OFF

NO COST ACTIONS

The following is a list of actions that you and the other people in your building can take to reduce your emissions. These actions will not cost you any money, and will save some!

- Don't use full length curtains in front of radiators. This will also prevent heat circulating throughout the room.
- Do turn off chargers for mobiles, MP3 players etc when not in use. These products still use electricity even when not charging the phone etc.
- Do turn off lights when not required. You've heard it before but it's probably the most common form of energy wastage.
- Equipment on standby still uses energy and all appliances should be fully turned off when they are not being used.
- Avoid overheating water – check thermostats and controls regularly. Aim for 60°C, any more than this wastes energy.
- Check space heating controls and temperatures regularly - good practice suggested temperatures are 16°C for warehousing, 16-18°C for light manufacturing and 20°C for offices. Corridors should be cooler and changing areas should be warmer.
- Make sure rooms that are going to be unoccupied for 1 day or more are not heated or cooled unnecessarily.
- Keep fridges full. Use bottles of lemonade or water to fill the fridge if you do not have enough food to do so. Having these items in the fridge means that when the door is opened, there is less cold air which is free to escape. The high specific heat capacity of water means that it will stay cold for longer, making the job of your fridge a little bit easier.

LOW COST ACTIONS

The following list details actions that will cost a small amount, but will save more money with time.

- You can save energy by using a power strip as a central "shut off" point for your consumer electronics, so you can cut the power entirely from one button when they are not being used.
- Applying stickers on light switches to encourage staff to get in the habit of turning lights off when leaving a room.
- Seal all gaps around doors and windows with flexible sealant.
- Use timer plugs on appliances that have a regular operating schedule, such as games machines in a bar. These can be bought for less than £5 from DIY stores.
- Encourage staff to use window blinds. These are useful in winter to maintain heat in the building and also reduce solar gain in summer. Both types of usage will reduce energy consumption.

