

An effective and affordable energy awareness programme

with proof of savings built in

Human factors are key to energy saving in the workplace. An energy-aware workforce...

- has less of a tendency to work in an energy-wasteful manner
- is better at spotting signs of energy waste around them
- knows what to do about suspected waste
- makes positive suggestions for improving efficiency and preventing loss

...which is why an energy awareness campaign is probably top of your list of priorities. You realise that it will yield rapid savings with little or no disruption, and that it will have a positive reputational impact as well as saving money. Moreover, if you are pursuing compliance with EN16001 or the Carbon Trust Standard, you are obliged to do it anyway.

But do you have all the knowhow, time and resources to do the job properly? If not, we may be able to support you with our economical, fixed-price service. Delivered by experienced specialists in the field, it consists of four principal steps, each of which is designed to develop and maintain knowledge, awareness levels and (critically) motivation.

The team

Vilnis Vesma has carried out staff awareness-raising campaigns during his time as an energy manager at Lambeth Borough Council and Gloucestershire County Council. Later as a consultant at NIFES Consulting Group he worked under John Mulholland, the UK's leading exponent of staff motivation and awareness campaigns. He runs regional workshops entitled 'Energising the workforce' and is the author of BSI's handbook *Energy management: principles and practice*.



Stewart Grew was also an energy manager, first at Mercury Communications and subsequently Cable & Wireless Group, where he was responsible for a programme of staff awareness-raising events. He has wide-ranging experience of practical energy management.



The four steps

Step 1: mobilisation. We begin with a one-day briefing visit to familiarise ourselves with your organisation (or one specific site), to gain an understanding of your requirements and aspirations, and to find out about any particular ways in which you would like people to change how they think and act. We will also examine what historical energy consumption data and related information are available, so that we can propose a measurement and verification plan to be used for subsequently proving the savings achieved. *This is a step that few if any other providers include, but we want you to be able to prove how effective your campaign actually was.*

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Step 2: delivery. On an agreed date we will come and give five half-hour talks for groups of five to twenty employees at a time to suit you. Each talk covers the generalities of good energy management at work, but we add more depth on one specific topic (a different one each time, chosen from lighting, heating, air conditioning, catering, and so on). Questions and discussion would be encouraged and by scheduling the talks at hourly intervals we create opportunities for individuals to follow up with detailed queries if required.

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During the talks we will look out for anybody who shows a particular interest in the subject.

We will issue attendance certificates as another way of keeping the subject in people's minds.

Step 3: post-visit attitude survey. After the delivery visit we will pose four or five questions for employees to consider in groups at their own convenience (they choose their own groups, and nominate a representative to return their answers). Typical questions would be

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- whether they think there is significant energy waste at work;
- if so, whose job it should be to reduce the losses;
- where energy sits in relation to their other priorities;
- why they think saving energy is important (if indeed they do);
- whether anybody feels they need special training by virtue of their job's impact on energy use

We deliberately avoid multiple-choice questions because people find it frustrating if the answer they want to give isn't in the list. We avoid web-based surveys because they skew the responses towards desk workers. But most importantly, we deliberately ask for feedback from *groups of friends in the workplace*, rather than from individuals, because research in industrial psychology shows that such groups are critical to the formation of attitudes. Common sense says much the same.

Step 4: analysis and reporting. Once the responses to the questions have been gathered in, we will review them for common themes, opportunities, obstacles and suggestions. After a suitable period of data gathering, and using the agreed measurement and verification plan, we will estimate the reduction in energy consumption attributable to the campaign. We will prepare two reports:

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A **summary** for distribution among the staff, so that they can see what the various groups thought the issues were. It will include our conclusions about the savings achieved, and will provide yet another boost to the momentum of the campaign.

A **management report** showing how the savings have been calculated¹, reviewing the staff survey, and focussing in greater depth on the recommended next steps, with particular emphasis on ideas for achieving persistence. We will present this to you and other interested parties at a short seminar.

Free follow-up

Six months after the end of the project a member of our team will visit you free of charge to discuss your experience, and give informal advice on continued implementation.



Price

For projects carried out in within 120 miles of Gloucester or Lincoln, the fixed price for this package is **£5,700** plus VAT, half payable on completion of Step 2 and the balance after Step 4.

We will happily negotiate variations on the basic model to suit your circumstances and particular needs.

Cost-effective...
The smallest CRC participant would recoup the cost even if they saved just 2% for six months. Anything more will be pure profit.

You can place your order now and get the process started by calling us on **0844 987 7744 or emailing **stewart.grew@vesma.com****

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¹ proof of savings will rely on you providing the data identified in the agreed measurement and verification plan