

BEHAVIOUR CHANGE PROGRAMMES

Working with site teams to ensure there is a good understanding of energy best practice is one of the things we do best, whether this is during our site audits, delivering training to site/head office teams, or through innovative estate-wide behaviour change programmes.

Many don't see behaviour change programmes as sustainable or big-win projects, but all technology needs people-power to succeed and it's critical you bring your teams along for the ride. In fact, behaviour change programmes are some of the highest return-on-investment opportunities for increasing profitability.

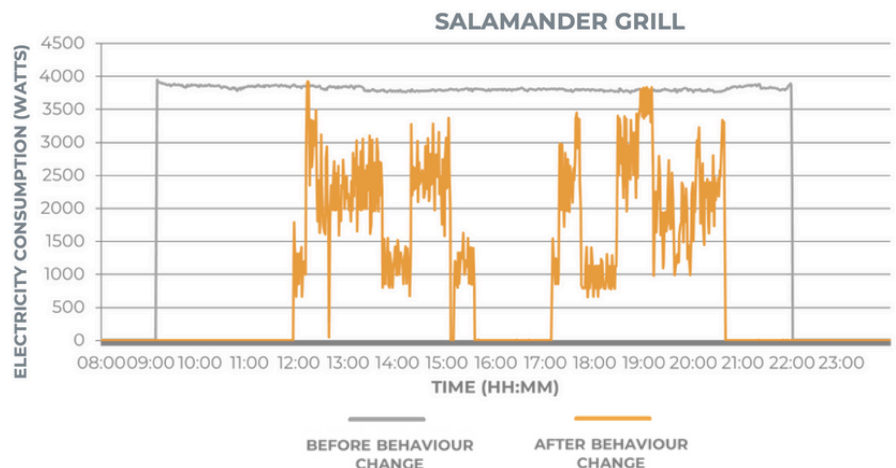


AWARD-WINNING BESPOKE ENERGY REDUCTION CAMPAIGN

We designed an award-winning bespoke energy reduction campaign for a large multisite pub and restaurant group.

After initial gap analysis and a range of workshops and assessments, we set about tailoring our best-practice training and engaging workshops to the workforce and we built an army of successful energy and sustainability champions.

This isn't just about putting up stickers or writing guides, it's about appropriate incentives and rewards, and building-in momentum to achieve a long lasting change. We've done enough of this to know what works and what doesn't, and pride ourselves on measured and verified results.



THE RESULT?

During roll out of the campaign in one brand of 180 gastropubs, we captured the above data from the salamander grill. At business-as-usual, the grill consumes 37 kWh and produces 19 kgCO₂e at a running cost of £17.15 per day*. Staff became highly aware of the impact of previously seemingly small actions, like turning equipment on only when needed, turning down during the mid-afternoon lull and turning off as soon as service ended, reducing consumption, carbon and costs by 71%.

That saving of over £12 per day was equivalent to just over £4,440 per year per site – that's £800,400 savings per year just from grill behaviours!

OVERALL ESTATE WIDE ENERGY REDUCTION CAMPAIGN SAVINGS:

20% ENERGY REDUCTION
THROUGH IMPROVED BEHAVIOUR
PER YEAR EQUIVALENT TO OVER
£10,980 PER SITE 1,200
RESTAURANTS = **SAVING OF
£13,175,040 PER YEAR**