

ESTA Behaviour Change Working Group

Vision and aims:

- Generate 10%+ energy reduction savings through behaviour change by 2025/30 (ie deliver at least 50% of the UK's Clean Growth 20% target for energy efficiency) in support of global IPCC Carbon Targets and the UN Sustainable Development Goals
- Galvanise the industry to an even greater extent than ever before so that as many people think about and act for energy, as they do for H&S, so it becomes mainstream and ultimately friction-free

Mission and key objectives:

1. Promote the business opportunity through developing the Energy Conscious Organisation standard and by sharing best practice and experiences at conferences, workshops and events
2. Coordinate a campaign for 50-100 IPMVP proven case-studies – and create a bank of case-studies in one place to support end-user business cases for doing more
3. Build industry capacity of energy professions to support delivery through training and other support
4. Work with government to enhance the value of 'non-consumption' through incentive mechanisms e.g. through a non-consumption FIT (longer-term objective)

Energy Conscious Organisation (EnCO) standard

To minimise your use of fuel and electricity,



Energy Conscious Organisation (EnCO) standard

- Self assessment checklist (in development)



Core attributes		Some common traits for success
✓	Engagement: Are you engaging and involving everyone appropriately to their impact, expectations and influence?	<ul style="list-style-type: none">• An organisation-wide core commitment for better energy productivity through prioritisation of non-consumption (as part of a lean, clean and green hierarchy), with the energy team and other leaders leading by example• A clear, inspiring (and often urgent) shared vision and strategy, communicated across the organisation• Objectives and targets set for teams, against baseline measurements, integrated within organisational goals – champions help connect up people and teams so they work towards common energy objectives and measures• Energy data is shared with colleagues to understand service requirements/behaviours and highlight opportunities
✓	Alertness: Are your teams alert to seeing, exploring and exploiting opportunities and resolving challenges?	<ul style="list-style-type: none">• Defined accountabilities and responsibilities to drive improvements through teams as part of a coordinated approach (including operational, design and procurement colleagues as well as service partners and suppliers)• Holistic whole-life Impact on energy performance is taken into account for decision making• Empower people/teams to look for and act on opportunities by tapping into local knowledge and innovation• Processes to understand and continually optimise baseload requirement and, shutdown/turndown approaches
✓	Skills: Are you continually developing people's skills and knowledge as needed?	<ul style="list-style-type: none">• Investment in training and education to ensure people and teams are competent for their roles & responsibilities• Actively seek out and try new ideas to seek new knowledge, push boundaries and learn from experience• Enable continual learning so people and teams keep up to date with best practice• Individuals can develop their own energy leadership as well as energy management skills
✓	Recognition: Are results being recognised through measurement, monitoring and reporting?	<ul style="list-style-type: none">• Reporting and feedback of performance at operational and strategic levels – internal and external, if appropriate• Log all energy conservation measures and actions and track progress, including quick wins• Measure and verify results, share best practice, recognise and reward teams, if appropriate, and celebrate success• Deliver the right (appropriate) benefits for the organisation and the people involved
✓	Adaptation: Are you ensuring your policies and processes are adapted to guarantee continual improvement longer-term? – and to answer the question 'what's next'	<ul style="list-style-type: none">• Embrace opportunities to make improvements collaboratively involving people from across the organisation• Strong steering team feeding back on current strategies, communications, practices and reinforcement processes• Undertake and review internal and external benchmarking to continually assess levels of performance• Identify and invest in strategic opportunities that can have a high impact longer-term (ahead of the curve)

Evaluating and monitoring energy savings

Streamlined M&V options for behaviour change projects:

- 1. Simple whole-facility evaluation** that captures the aggregate savings from all interventions regardless. Cheap but cannot always discriminate between behaviour change and other initiatives
- 2. Retrofit isolation** approach in which sub-metering is deployed to capture the impacts of non-behaviour change interventions, allowing BC projects' effects on the residual consumption to be discerned in isolation. Requires expenditure on metering and then presumes a sufficient run-up period to calibrate the baseline models
- 3. Deemed impacts** that allow for the effect of non-behaviour change projects. This again is cheap, as it does not involve sub-metering, but contentious because there is no proof that the non-BC projects actually achieve their expected impact

Longer-term checks

Crucial for behaviour change interventions, as effects can fade away over time.

There are two methods proposed to facilitate longer-term checks as part of an M&V plan:

- 1. Profile templates.** People are consulted as to what effect they believe they can have on the shape of the weekly consumption profiles. Future profiles are compared to the templates.
- 2. Scorecard method.** Tracking trends of observable behaviours specific to the circumstances of the client or site. eg: equipment or lights found running idle; number of non-trivial energy-saving suggestions, etc

Call for case-studies and new projects

ESTA is looking for case-studies which demonstrate the potential and opportunity for behaviour change projects and lessons learnt

How does your approach compare to the Energy Conscious Organisation standard?

If you have a case-study to share or would like to become part of the working group for new projects

Please let us know by emailing – info@estaenergy.org.uk

