

NATIONAL  
ENERGY  
FOUNDATION

*"Promoting the better use and supply of energy  
to counter climate change"*



# Delphine Wolfe

Reducing Your Carbon Footprint Through  
Behaviour Change

# Types of Engagement

Individuals



Communities



Employees/Clients

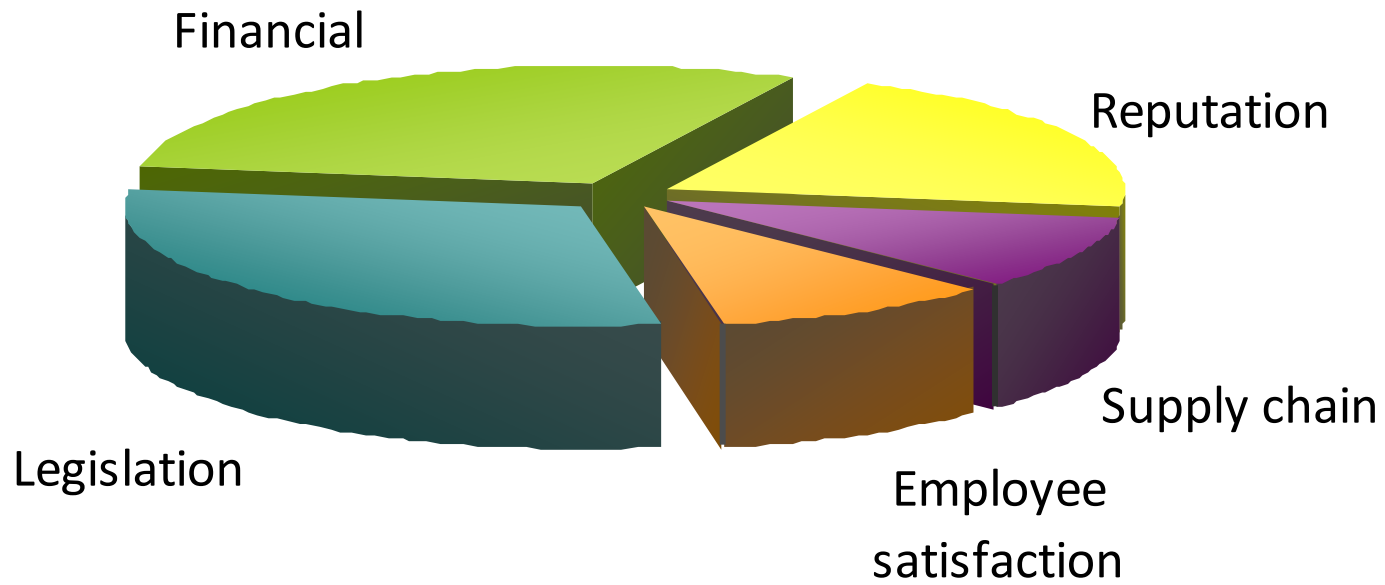


# Engaging with Communities

- Smart Grid Trials:
  - Smart Hooky (WDP)
  - Thinking Energy (E.ON)
- Cambridgeshire Renewables Infrastructure Framework (CRIF)
- Local United
- Superhomes



# The Drivers



# Engagement Programme

People survey (KAP)	Focus on local involvement	Prompt behaviour	Sustain the long term vision
Clear vision	Use existing communication channels	Make it fun	Keep the momentum
Set targets	Develop action plan	Information campaigns & workshops	Continuous improvements
Management buy-in	Provide incentive/reward	Clear messages	Learning
Resources (time and budget)	Consider culture of organisation	Provide guidance	Shout about your success
Establish the easy wins	Empower your colleagues - reach everyone	Practice what you preach / test	Repeat
Establish baseline & monitoring	Identify Champions	Implement action plan	Feedback
<b>Prepare</b>	<b>Engage</b>	<b>Act</b>	<b>Review</b>

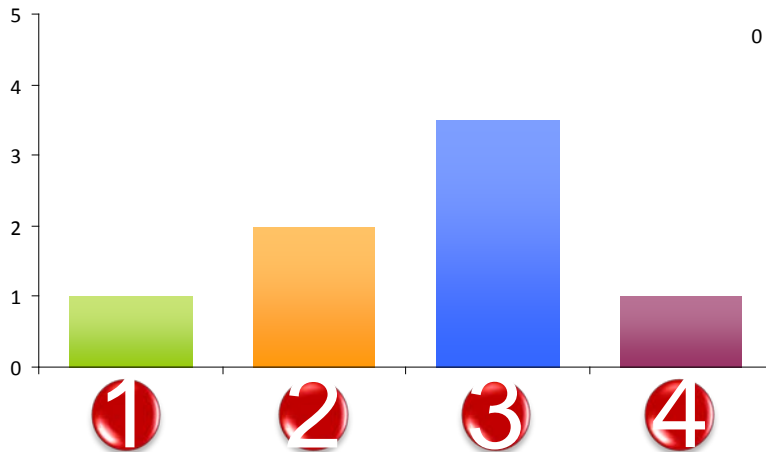
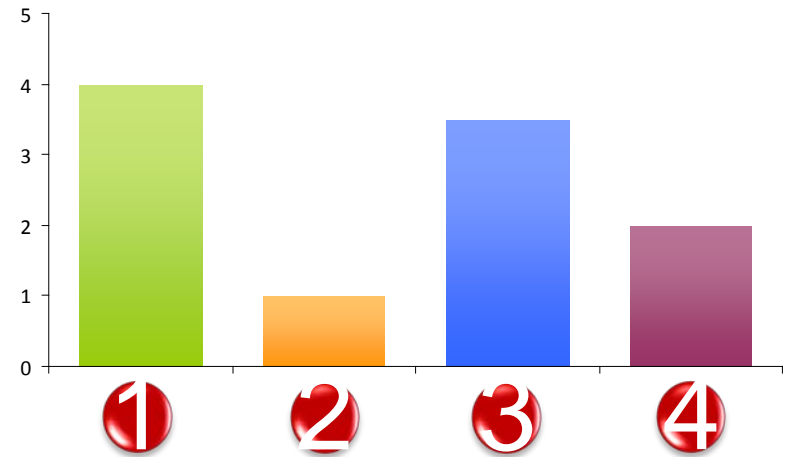
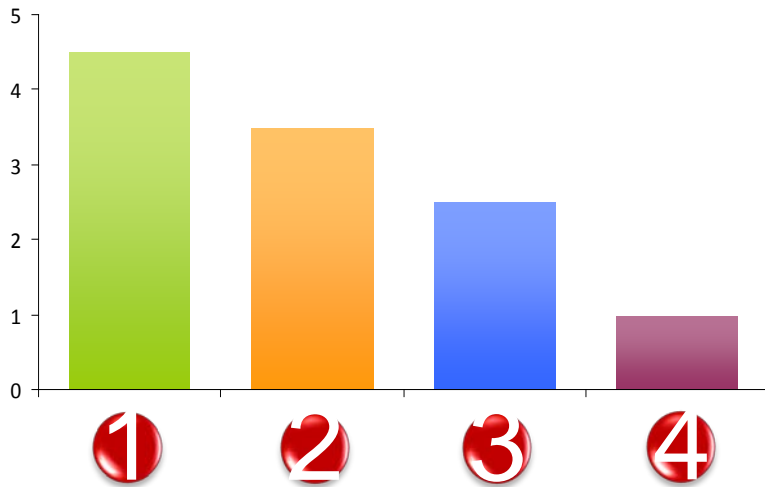
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# Organisations Profiles



# Engagement Programme: Key Areas

People survey (KAP)	Focus on local involvement	Prompt behaviour	Sustain the long term vision
Clear vision	Use existing communication channels	<b>Make it fun</b>	<b>Keep the momentum</b>
Set targets	Develop action plan	<b>Information campaigns &amp; workshops</b>	Continuous improvements: <b>Go further</b>
Management buy-in	Provide incentive/reward	Clear messages	Learning
<b>Resources (time and budget)</b>	Consider culture of organisation	Provide guidance	Shout about your success
Establish the easy wins	Empower your colleagues - reach everyone	Practice what you preach / test	Repeat
<b>Establish baseline &amp; monitoring</b>	<b>Identify Champions</b>	Implement action plan	Feedback
<b>Prepare</b>	<b>Engage</b>	<b>Act</b>	<b>Review</b>

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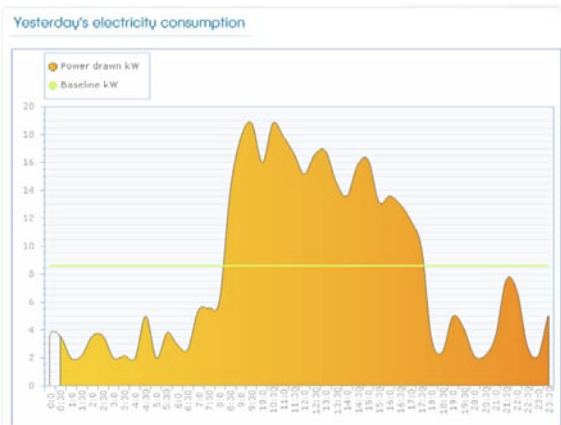
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# 1. Budget

- To show commitment



# 2. Monitoring & Targeting



Cranfield UNIVERSITY

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## Cranfield carbon contest pledge table

Pos	Building	People	Pledges	Pledged	
1	Management Development Centre Building 240	8	13	162.5 %	Profile
2	Building 122	32	38	118.8 %	Profile
3	Building 50	30	34	113.3 %	Profile
4	Building 31	43	46	107.0 %	Profile
5	Building 62	21	18	85.7 %	Profile
6	Building 39	17	14	82.4 %	Profile
7	Vice Chancellors Office	25	16	64.0 %	Profile
8	Whittle Building 52	150	94	62.7 %	Profile
9	Building 70	38	19	50.0 %	Profile
10	Building 32	33	14	42.4 %	Profile
11	Vincent Building 52A	100	35	35.0 %	Profile
12	Building 83	90	31	34.4 %	Profile
13	Building 111	177	45	25.4 %	Profile
14	CMRI Building 38	87	15	17.2 %	Profile
15	Mitchell Hall	172	19	11.0 %	Profile
16	Fedden House	75	7	9.3 %	Profile



### Carbon contest forum

Week 6 - The Grand Christmas Switch Off

Extractor fans in toilets

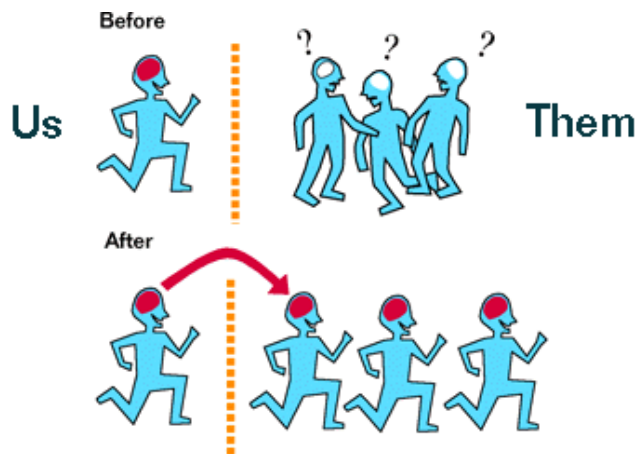
Week 5 - RESEARCH & OFFICE EQUIPMENT

### This week's campaign



# 3. Involving People

- You can't do it on your own



# 4. Communications Tools



from the **NEVER ENDING** list

**Did you know...**


By using this lift it costs us £3 per hour. The energy used could be used to watch TV for one hour, Hoover for one hour and use a toaster for one hour, all at the same time!

Climbing the stairs can quickly increase your heart rate, which can greatly increase your cardiovascular fitness. It also helps in strengthening and toning the lower parts of our body, especially the calves, thighs, buttocks and even the abdominal area. It boosts your attitude, mood and confidence!




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**Think green...**



And turn out the lights when you leave.

Thanks for helping us to... 

## 5. Make it fun

- Be creative



## 6. Go further

- Link with home



# 7. Keeping the momentum

- Part of systems and procedures



# Ready for change?

Delphine Wolfe

01908 354533

[delphine.wolfe@nef.org.uk](mailto:delphine.wolfe@nef.org.uk)

