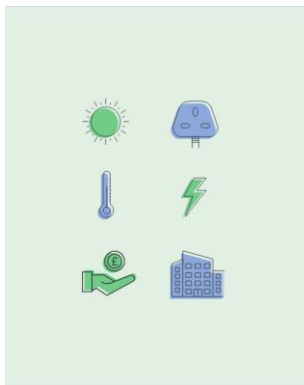


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BUSINESS CLIMATE CHALLENGE

Behaviour change resource pack



This resource pack is for the delegates that attended the Business Climate Challenge (BCC) Behaviour Change webinar delivered on the 8th June 2023 by Turner and Townsend.

It provides links to additional resources and templates to help apply the ADKAR model to save energy across the business and meet the BCC 10% reduction in energy consumption target.

Disclaimer: Please note, these resources are intended for information purposes only and there may be additional considerations when implementing any behavioural change tools, depending on the size, complexity and needs of a business.

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ADDITIONAL RESOURCES

Awareness

- Awareness raising days <https://www.io-gen.com/bcc>
- Awareness slide template (below)
- Engaging the board www.chapterzero.org.uk/news/the-new-chapter-zero-board-toolkit/
- Films and talks WWF Our Planet: Our Business – Resources to host a screening of Our Planet: Our Business to help conversations on reducing carbon and energy <https://www.wwf.org.uk/our-planet-our-business>
- Sample survey questions (below)
- Do The Green Thing – Fun posters to communicate the need to save energy with your employees <https://dothegreenthing.com/resources/tag/energy/>
- Using neuroscience to make communications more impactful <https://greentechsouthwest.org/insights/neuroscience-talk/>
- **Desire**
- Green reward ideas <https://peopleinsight.co.uk/green-employee-perks/>
- Energy saving competition guide www.energystar.gov/buildings/tools-and-resources/energy-efficiency-competition-guide
- Introducing energy KPIs <https://www.steroplast.co.uk/knowledge-base/how-to-meet-sustainability-kpis-at-work.html>
- **Knowledge**
- Business Climate Challenge guides and training <https://www.io-gen.com/bcc>
- SME Climate Hub <https://businessclimatehub.org/>
- Heart of the City <https://theheartofthecity.com/>

Ability

- Carbon Literacy Project www.carbonliteracy.com/
- Energy Aware www.energystar.org/whats-on/training/energyaware
- Climate Fit www.smeclimatehub.org/courses/education/
- Green Team www.businessenergyscotland.org/guides/green-team-set-up/
- Energy Treasure Hunt www.energystar.gov/buildings/save_energy_commercial_buildings/treasure_hunts
- Sticker template (below)

Reinforcement

- BCC/io-gen Energy Management Platform www.io-gen.com




General

- Behaviour Change Insights – Behaviour change and energy use www.bi.team/publications/behaviour-change-and-energy-use-behavioural-insights-team-paper/
- Energy Saving Trust – A guide to energy efficiency in the workplace <https://energysavingtrust.org.uk/a-guide-energy-efficiency-in-the-workplace/>
- Heart of the City <https://theheartofthecity.com/>
- SME Climate Hub <https://businessclimatehub.org/>
- Sustainability Sidekicks <https://www.sustainablesidekicks.com/>

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Employee Awareness Slide Template

Meetings can be a good way to make employees aware that the business is taking part in the Business Climate Challenge, has a 10% reduction target and has received an energy audit.

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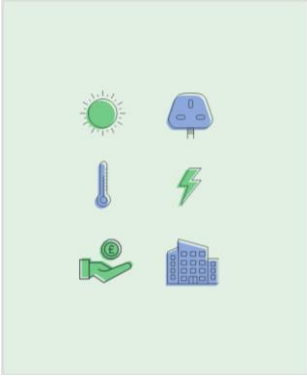


Notes: This is a sample presentation pack that can be edited to raise awareness among employees about energy efficiency and their behaviours. Use this as a guide, and adapt for your own business and audience. Senior leaders and decision makers are likely to need more detail, while more junior roles are likely to need less detail and a general approach to avoid overwhelm.


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BUSINESS CLIMATE CHALLENGE

- The Mayor's Business Climate Challenge (BCC) is an energy efficiency programme which supports businesses to reduce their energy consumption, to accelerate building decarbonisation efforts in London.
- Emissions from heating and powering London's commercial and industrial buildings currently make up 36 per cent of the capital's carbon footprint. Decarbonising the city's building stock is pivotal to reach the Mayor's net zero target by 2030.
- The programme provides free support to help make buildings more energy efficient, reduce energy costs and support businesses on their pathway to zero carbon. The BCC has been developed with pro bono support from Bloomberg Associates, and builds on learnings from other global cities.



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Notes: This is an opportunity to make employees aware that the business is taking part in Business Climate Challenge and has a target to reduce its energy consumption and its carbon emissions.

This slide provides context and demonstrates that the business is part of a wider effort across the London business community.


For more information about the Business Climate Challenge, see www.london.gov.uk/programmes-strategies/environment-and-climate-change/climate-change/zero-carbon-london/mayors-business-climate-challenge.

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TAKING PART IN THE BUSINESS CLIMATE CHALLENGE


- [Business Name] has joined the Mayor's Business Challenge
- 200 businesses are taking part in the challenge to reduce energy consumption by 10% in year 1.
- Reducing energy consumption reduces carbon emissions and protects the business from rising energy costs.
- By taking part [Business Name] will:
 - Receive access to an Energy Management platform to track and measure energy.
 - An energy audit to identify energy savings to reduce consumption by 10% and to reach net zero building.
 - Access to guides and training to help make the changes.
 - Join a celebration at the end of the programme to celebrate the effort to reduce carbon.



[ENTER COMPANY LOGO]

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Notes: This slide is to explain what the Business Climate Challenge entails.


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WHY REDUCE ENERGY AND CARBON?

Inspirational Video: <https://youtu.be/9p9akejBfnk>



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Notes: This is a slide to help build a desire to use energy more efficiently as a group of employees. It links employees actions to energy use, carbon emissions and the impact of climate change on the near future.

The film articulates the risks from climate change and encourages hope by taking measures right now.

The film in the slide is by We Don't Have Time, its called I am seven

Other short films that could be shown include:

Short films by youth climate activists calling for climate action

Music Video created using NASA Climate Data demonstrating climate breakdown

Netflix Breaking Boundaries Preview

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BUILDING ENERGY USE AND CARBON EMISSIONS

LAST YEAR (BASELINE)

In [2022/1], our building emitted [enter baseline amount from BCC report or io-gen platform] tonnes of CO₂e.


Our building used [enter about] kWh of electricity and [enter amount] kWh of gas. This was the same as [enter a comparable matrix using this tool <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>].

THIS YEAR (TARGET)

As part of BCC, we aim to reduce energy consumption by 10%. If we achieve this we will save [enter target] tonnes of CO₂e, this is the equivalent of [enter a comparable matrix using this tool <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>].

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Notes: In this slide you can share energy use with your employees, so that they understand current use, future targets and the amount of energy reduction that will be required to reach that target.

Ideally, the information should be shown graphically as it is easier for a wide group of people to understand and will not be as overwhelming as large numbers and un-familiar units.

Consider converting carbon to a more comparable matrix e.g. phones charges, miles driven, flights so that the scale of energy use can be better understood.

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HOW OUR BUSINESS USES ENERGY

Enter screen shot of electricity use profile

[Business Name] electricity use profile shows that it: [edit as applicable]

- Uses most electricity [enter period].
- Uses more electricity than expected overnight/weekend.
- This suggests that through behaviour change, we can reduce gas consumption


Enter screen shot of gas use profile

[Business Name] gas use profile shows that it: [edit as applicable]

- Uses most gas [enter period].
- Uses more gas than expected overnight/weekend.
- This suggests that through behaviour change, we can reduce gas consumption.

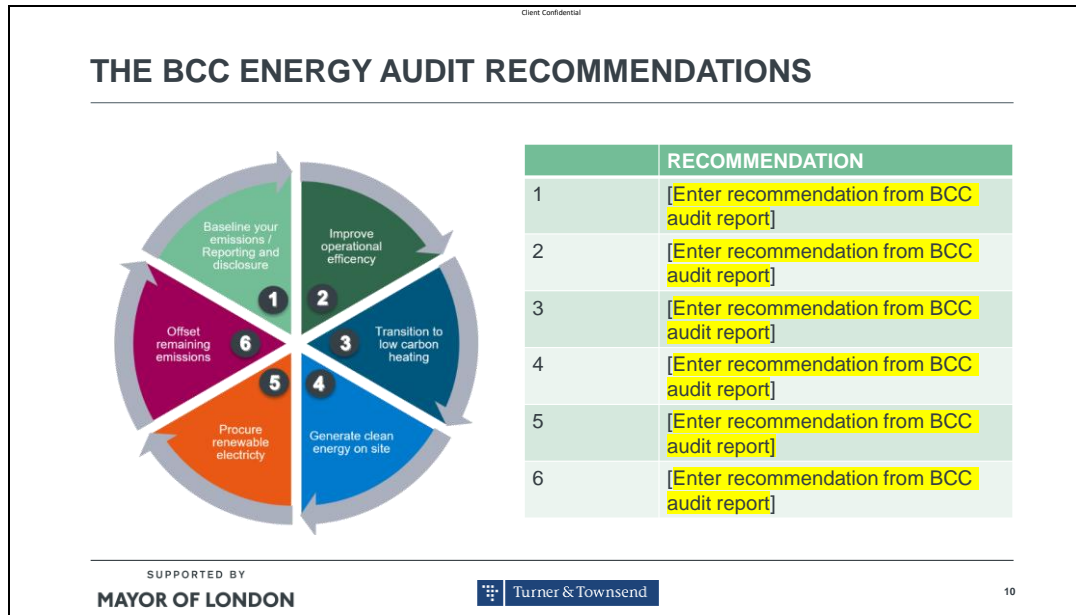
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Notes: This slide is an opportunity to show when and where energy is being used. This could be overwhelming for some audiences, so consider who you are sharing the information with. This information could be valuable and impactful for senior leadership, finance, facilities management, significant energy users and maintenance teams but perhaps not suitable for operational employees e.g. receptionist.



Note: This is a helpful slide to quickly share the opportunities identified in the energy audit to reduce energy consumption. Understanding the opportunities available to reduce energy consumption and decarbonise energy can spark interest and enthusiasm among employees to empower and take ownership to drive initiatives that can reduce wasted energy.

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EMPLOYEE BEHAVIOURS CAN REDUCE CARBON

Our decisions and behaviours impact how much energy we use and how much carbon the business emits.


Through behaviour change, the BCC audit identified the opportunity to save:

- £[enter amount],
- [enter amount] tonnes CO₂e,
- [enter amount] kWh electricity
- [enter amount] kWh gas

It recommends that [business name] employees do the following to save energy

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

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Notes: In this slide, you can focus on the specific behaviour changes identified in your energy audit in addition to any other behaviour change opportunities you are aware of.

This helps guide employees to focus their efforts on behaviours that will have the greatest impact to save energy,

PROMPTS FOR EMPLOYEE DISCUSSION

- What behaviours can you change to save energy?
- What behaviours can you influence to help others in the business save energy?
(Consider policies, targets, leadership, accountability, assigning responsibility, performance targets)
- How can the business incentivise and reward behaviour change?
- Do employees have knowledge on how to save energy?
- Do employees have the skills/ability to save energy?
- How will energy saving be reinforced? (Consider use of data)

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Notes: Awareness raising is most effective when there is a two way dialogue and employees feel able to contribute.

A discussion, or a survey is a great way to place responsibility on employee to come up with their own ideas on how they can adapt their behaviours to conserve energy. Insights gained can help identify:

- What will motivate employees to build desire to change their behaviours
- The scale of knowledge and any gaps
- Abilities to save energy within the business and any gaps that require addressing
- Preferences to reinforce behaviours

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ADDITIONAL RESOURCE AND SUPPORT

- [Provide names of any energy champions in the business]
- Business Climate Challenge guides and training www.io-gen.com/bcc
- Heart of the City www.theheartofthecity.com/
- London Business Hub www.businesshub.london/
- SME Climate Hub www.businessclimatehub.org/
- Zero Carbon Business www.zerocarbonbusiness.uk/

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Notes: There are lots of additional sources of resources, tailor these to your business. Also note any internal resources/champions.

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Sample Employee Awareness Survey

Employee Surveys help raise awareness of energy and gain an insight to employees views and appetite to engage.

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SAMPLE EMPLOYEE AWARENESS SURVEY

Question	Why is it relevant
What is [business name net zero target]?	This indicates level of awareness.
How is [business name] reducing its carbon emissions and energy use?	This indicates level of awareness.
What is your role in reducing energy use at [business name]?	This indicates level of awareness.
What incentive would make you reduce energy consumption at [business name]?	This indicates the desires to motivate behaviour change
Do you understand how you could reduce energy at work?	This indicates the level of knowledge in the business
Do you have the skills/ability to reduce energy at work?	This indicates if there are any skills gaps that need addressing to ensure ability to change behaviour/
What more could you do to reduce energy consumption at [business name]?	Idea generation reinforces behaviours, it provides ownership
Do you have any suggestions what [business name] can do to reduce energy use further?	Volunteering ideas can empower employees to take ownership and agency to change their behaviours.


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Notes: Surveys can be a good way to capture employees views and initiate awareness around behaviour change and energy. Here are some ideas for questions that you can ask employees


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SWITCH OFF STICKER TEMPLATE





Stickers make it clear to employees what equipment and appliances can be switched off and when they should be turned off.

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TEMPLATE STICKERS

INSO

	Business Climate Challenge Please switch off when not in use		Business Climate Challenge Please switch off at the end of the day
	Business Climate Challenge Please switch off when not in use		Business Climate Challenge Please switch off at the end of the day
	Business Climate Challenge Please switch off when not in use		Business Climate Challenge Please switch off at the end of the day

Notes: Stickers and signs can serve as useful prompts to empower employees to confidently switch off equipment and appliances without the fear that they are making a mistake. When coupled up with a check list they can be most effective. Timers should still be considered for equipment that should be switched off at regular times. This removed the mental burden on employees and helps avoid it being left on by mistake.