



Enabling an energy efficient culture

June 2014

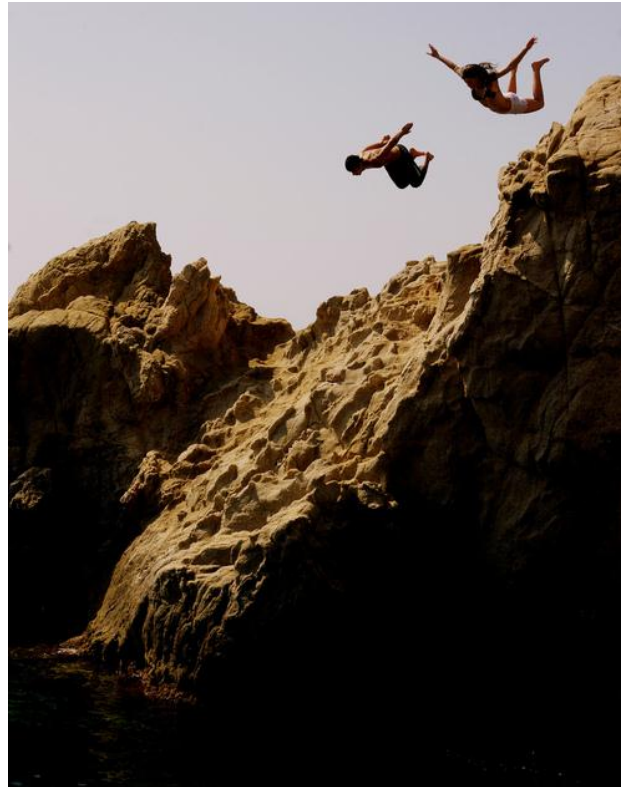
The problem



Who gets it right?



Personal implication



H&S have created a 'continuous conversation'

The Energy Approach

Creating a 'continuous conversation'

Enable the conversation



Enable the energy conversation by telling staff **'what they want to know'**.
Not **'what you want them to do'**.

How?

Teach the bigger picture:

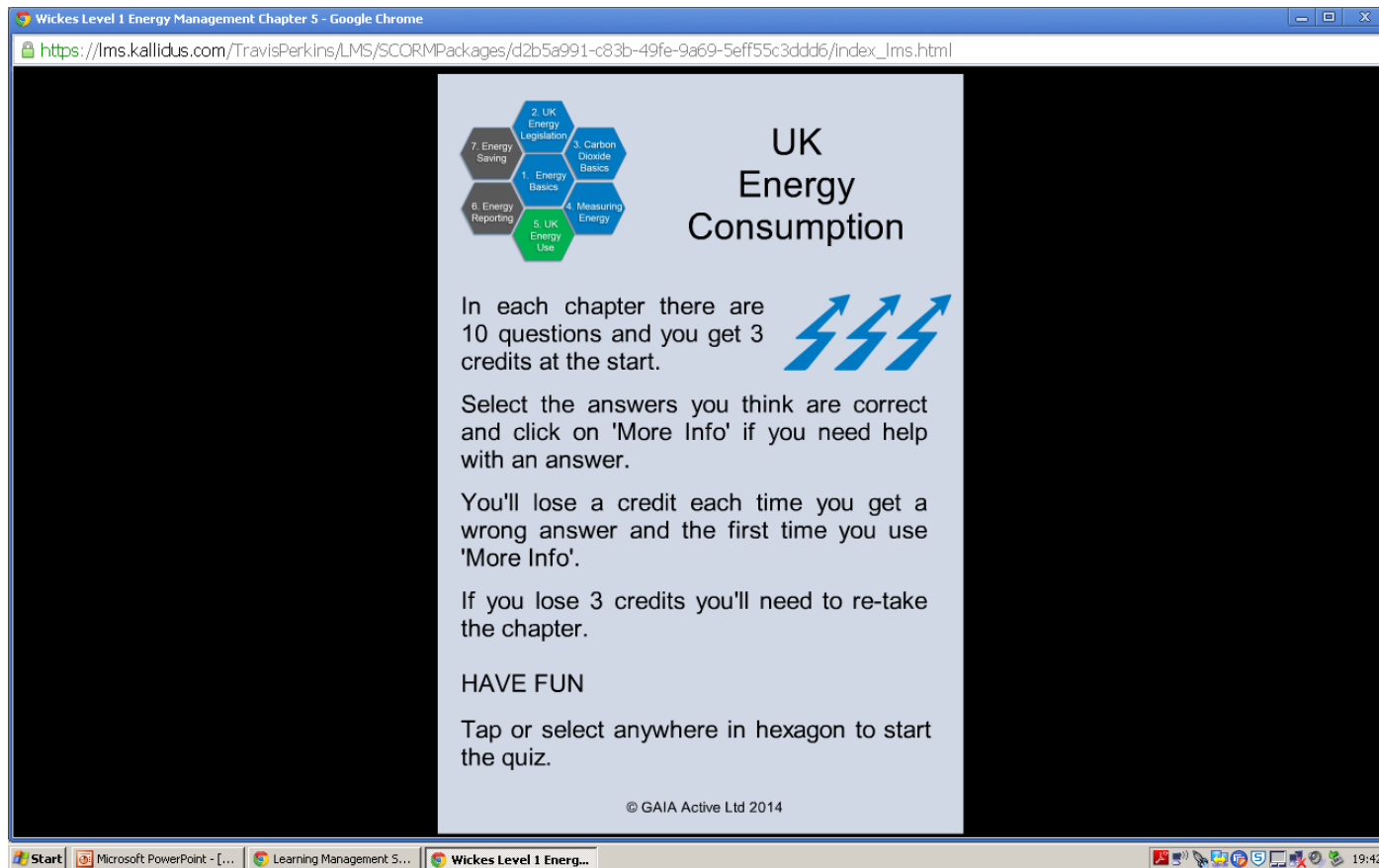
- The bigger picture
- Give them a benefit

What's **I**n **I**t **F**or **M**e??



Communicating on mass

- Reverse e-learning – ‘test then teach’



The screenshot shows a web browser window with the title 'Wickes Level 1 Energy Management Chapter 5 - Google Chrome'. The address bar contains the URL: https://lms.kallidus.com/TravisPerkins/LMS/SCORMPackages/d2b5a991-c83b-49fe-9a69-5eff55c3ddd6/index_lms.html. The main content area features a central graphic with seven hexagons arranged in a circle, each containing a number and a topic: 1. Energy Basics, 2. UK Energy Legislation, 3. Carbon Dioxide Basics, 4. Measuring Energy, 5. UK Energy Use, 6. Energy Reporting, and 7. Energy Saving. To the right of this graphic, the text 'UK Energy Consumption' is displayed. Below the graphic, there is a paragraph: 'In each chapter there are 10 questions and you get 3 credits at the start.' followed by three blue lightning bolt icons. Another paragraph reads: 'Select the answers you think are correct and click on 'More Info' if you need help with an answer.' A third paragraph states: 'You'll lose a credit each time you get a wrong answer and the first time you use 'More Info'.' A fourth paragraph says: 'If you lose 3 credits you'll need to re-take the chapter.' Below this, the text 'HAVE FUN' is written in all caps. The final paragraph says: 'Tap or select anywhere in hexagon to start the quiz.' At the bottom of the content area, the copyright notice '© GAIA Active Ltd 2014' is visible. The browser's taskbar at the bottom shows several open applications: Start, Microsoft PowerPoint - [...], Learning Management S..., and Wickes Level 1 Energ... The system tray on the right shows the time as 19:42.



UK Energy Consumption

In each chapter there are 10 questions and you get 3 credits at the start.



Select the answers you think are correct and click on 'More Info' if you need help with an answer.

You'll lose a credit each time you get a wrong answer and the first time you use 'More Info'.

If you lose 3 credits you'll need to re-take the chapter.

HAVE FUN

Tap or select anywhere in hexagon to start the quiz.



Mark when the UK became a net energy importer

2010

2004

2001

It has never been a net energy importer

2008

Check



The main purpose of the Carbon Reduction Commitment (CRC) is to encourage....

- ..investment in renewable energy supply
- ..large UK business to use less oil
- ..energy efficient building construction
- ..energy efficient building usage
- ..large UK organisations to reduce energy & CO₂ emissions

Check





Mark four (4) actions that could save energy at your store



Label your light switches



Override Heating Controls



Check heating settings are set to policy



Conduct an energy walk around



Check your lighting timer clocks

Check



3 Key Tips

1. Tell them what they want to know – not what you want them to do.
2. Teach the bigger picture and give a benefit.
3. Try ‘test then teach’ to maintain engagement.

