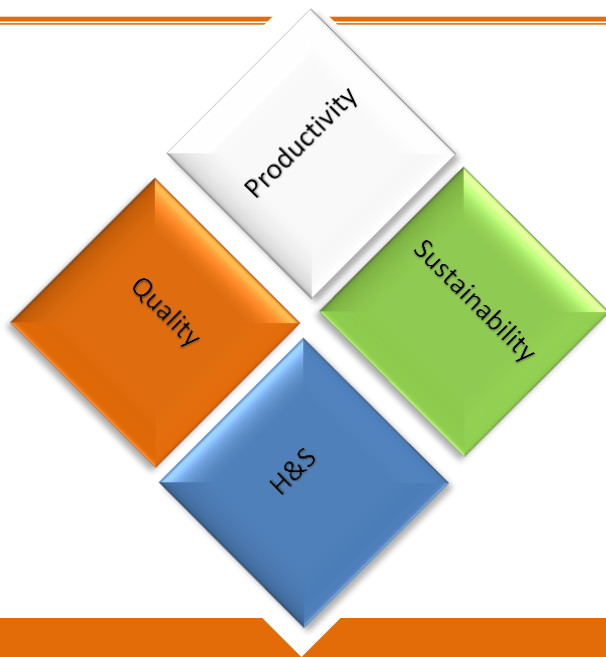


Behavioural Change

Planning & Implementation of Successful Programmes



"Spending just 2% of your utility bill on employee engagement can generate savings of 10%"

Carbon Trust

"The programme includes step-by-step guidance, expert advice with key insights and practical case study examples with opportunities to learn from fellow professionals."

Who should attend?

- Sustainability Manager / Energy Manager
- Environmental Manager / Health & Safety
- Production Manager / Facilities Manager
- Human Resources / Communications / Marketing
- Finance

Introduction

There is a growing awareness that behaviour change presents a relatively low cost option for energy saving compared to introducing more capital-intensive technology but how do you plan and embed such programmes across your organisation?

Programme Deliverables

The core deliverable is a **3-year Behavioural Change Plan** for your organisation. The plan will include measures to identify the real impact of behavioural change interventions to onsite KPI's in resource / energy efficiency. Senior management will sign off on the completed plan and the plan will be embedded into the organisations SOP's.

This behavioural change programme has been developed by the Lean Water & Energy Skillnet with the support of SEAI and the EPA.

Topics Covered

- Barriers to behavioural change and overcoming them
- Supporting tools, frameworks, activities and interventions
- Measuring and Evaluating behavioural change programme impact
- Embedding behavioural change in the organisation for the long term

How can this program benefit you?

- Cost savings and increased profitability
- Linking behavioural change to ISO50001
- Improved market competitiveness
- Engage & motivate staff
- Individual **accreditation** and CPD certification
- **Subsidised** programme
- **Attract & Retain** high caliber employees
- **Enhanced Green Credentials**

THE PROGRAMME



DISCOVER

The first step is a site Needs Analysis to discover the key areas where the behavioural change programme will impact KPI's. The situational analysis will include interviews with key personnel and programme participants.

DEFINE. Workshop 1

This workshop will introduce the programme and the behavioural change plan will be detailed. Challenges to behavioural change will be discussed and solutions identified. A stakeholder analysis will also be explored in the session. Participants will have time during the day to work on their behavioural plans. Participant and management commitment to the process will be agreed at this stage of the programme.

DEVELOP. Workshop 2

The second workshop will focus on developing behavioural change strategy & action plan. Various tools, models & frameworks of behavioural change will be outlined and will be used to begin developing a strategy around behavioural change. Topics will include engaging staff and incentivising them to change behaviours and providing mechanisms for measuring and evaluating impact. Participants will identify opportunities for improvement on current behaviours and formalise these opportunities into objectives, targets and action plans.

DELIVER. On-Site Mentor Day

Day 3 is dedicated to effective implementation of Behavioural Change and embedding it into the organisation. The facilitator will work with those onsite tasked with improving resource efficiency through behavioural change. At the end of this session each participant will have a draft behavioural change plan to work on before presenting to management.

EVALUATE. Impact Evaluation & ROI

The final day will report on the progress and early impacts in the organisation to date. Each site will report back on their plan, their challenges and observations. An additional element for review will be how to maintain commitment to behavioural change in the long term.

*A follow up to review implementation will take place 6 months after the programme.

Next Steps

To register for the programme or to find out more about the National Lean Water & Energy Skillnet, see: www.leanskillnet.com

Training dates

Day 1 April 27th

Day 2 May 18th

Day 3 On-site Mentor Day - to be scheduled with participants on day 1

Venue

Heritage Hotel

Portlaoise

Co Laois

Programme Cost

€2950 per organization. Each organization can have up to two participants on this programme.

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