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 organisation’s 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

“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
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.*