So far we have achieved:

48.5 billion kWh of energy saved -
9 million tonnes of CO₂ saved -
Representing a saving of £9.5 billion to -
UK industry
How EU policy might stimulate changes in consumer behaviour towards **purchasing lower carbon products**

**My Brief:**

*Business representative response to the findings, with case study of building energy systems to affect consumer behaviour.*
Positioning Our Experience: How we achieve savings

• 50% Technology
  – How the gas / oil is burnt in the heater
  – Creating temp zones
  – Shift patterns
  – Outside temp sensors

• 50% Affecting Human Behaviour
  – Locking down the thermostat
  – Training
  – Energy champions
  – Dashboards
  – Nudge messages
Change 3 behaviours
Change the world

• Hassle / Approach to risk in decision making

• A threat too far away

• Personal responsibility
Hassle: Approach to risk in decision making

• DECC: *The Energy Efficiency Opportunity in the UK*

  – The hassle of doing something is greater than the gain. *The business case works financially in pay back duration terms; but not significant enough to be a priority*

• Our Experience

  – It’s also the career risk, no praise for doing something, career limiting if it goes wrong
  
  – If you recommend this project up the management chain how will they view you?
A Threat too far away

• It feels too distant

• Lack of Government action encourages this belief
  – For example ESOS, no real action required, tick box exercise
Personal Responsibility

• Its nobody’s job to manage the heating efficiently – they are not rewarded
  – Change Behaviour
  – Nudge
  – Energy Champions

• 1 degree C thermostat reduction usually = 10% saving
  – Short payback to underpin behaviour
    • EMS
    • De Strat Fans
Conclusion

• We have never relied on government grants or initiatives to help sell our system – its continually proved the right strategy

• Governments need to clearly mandate change in energy consumption and support those at the forefront of change.