



**25 years of contributing to a Low Carbon Future**

**So far we have achieved:**

**48.5 billion kWh of energy saved -**

**9 million tonnes of CO<sub>2</sub> saved -**

**Representing a saving of £9.5 billion to -  
UK industry**



# Carbon CAP - Overview



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.

