



# Energy Awareness Campaigns

Energy saving through staff awareness

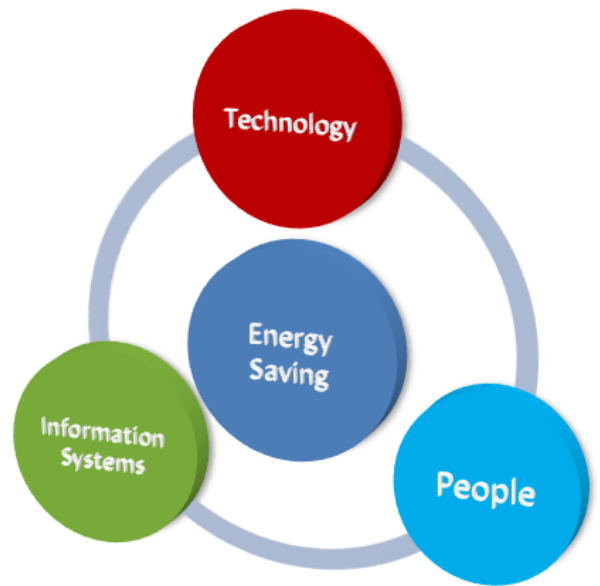


# Energy saving through staff awareness

Energy Saving requires a combination of three elements; Technology, Information Systems and People.

Although many organisations invest in monitoring systems and have a policy to procure highly efficient equipment, it is often the people that miss out on investment.

Employees need to be aware and motivated to make a difference. and in many organisations there are potential savings to be made by effective staff engagement. With our unparalleled in-house expertise, Inenco and NIFES can assist your organisation to plan and run a highly effective energy awareness campaign.



## Savings, costs and return on investment?

Investment in an energy awareness campaign will often deliver savings in excess of those achieved by investment in other areas.

An investment amounting to 1% of your energy costs will often realise savings of between 5% - 20% of the total annual energy expenditure. Many organisations have achieved paybacks in only a few months whilst realising significant savings.

As a rule of thumb, successful organisations will typically invest 20% of the projected first year savings into the campaign. Projected savings will vary from organisation to organisation.

Annual Utilities Spend	£5 million
Potential for Saving	£400,000 in year 1
Campaign Investment	£80,000
Rule of Thumb	1:5 Ratio

## What are the benefits?

Benefits of running an energy awareness campaign with Inenco and NIFES include:



Cost savings



Consumption reduction



Enhanced reputation to your customers



Competitive advantage over your peers



Improved staff morale as they become integral to the change



Support your Corporate Social Responsibility policy



Reduced carbon footprint



Improved CRC league table position

# Successful energy awareness campaigns

## 1. Design

We can assist you to conduct a tailor-made survey to measure the awareness and motivation of your staff, gauge their views on what should be done, and identify opportunities and barriers to progress. This will raise company awareness of the need to improve, and signal the launch of the campaign.

## 2. Launching the Campaign

We can work with you to plan a formal launch event. Supported by senior management, this provides a visible commitment to the campaign. Successful launches often start by raising the awareness of staff to energy saving in their own homes. This typically results in an improved awareness in the workplace, as shown by Figure 1.

## 3. Focus Phase

Once the campaign is launched it is important not to lose focus. Energy reps can be recruited, trained and act as Local Champions in their workplace area. Regular walkabouts are key to identifying opportunities to save energy. Raising general awareness and feedback to staff is vital to sustain motivation. We can assist you to organise the recruitment of energy reps, as well as offering support with training.

## 4. Keeping the Momentum

In order to maintain the momentum of a campaign it is important that it is integrated into each aspect of your business. All staff need training so that they can educate the next generation. We will work alongside you to conduct periodic reviews of the strategy, monitoring aspects of energy awareness as shown by Figure 2. We will assist you to ensure that the campaign is meeting its goals and delivering usage reductions, and can produce reports to monitor savings as demonstrated by Figure 3.

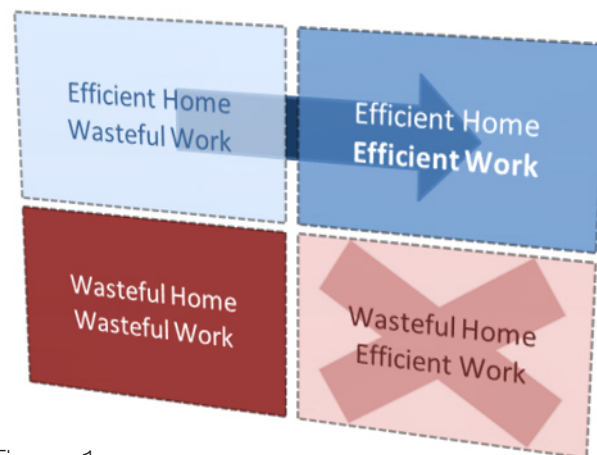


Figure 1.  
Energy saving at home

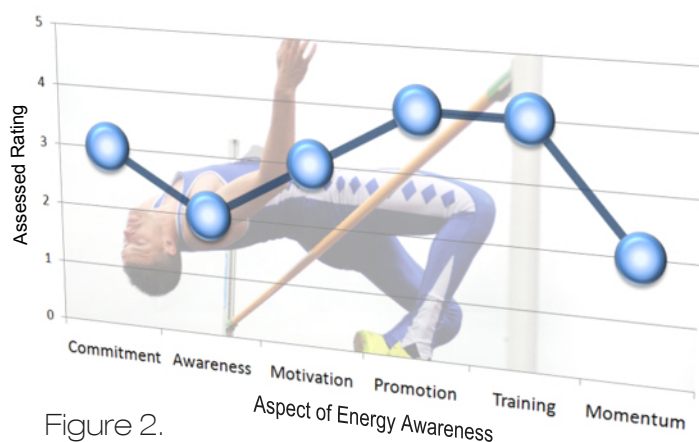


Figure 2.  
Keeping the momentum

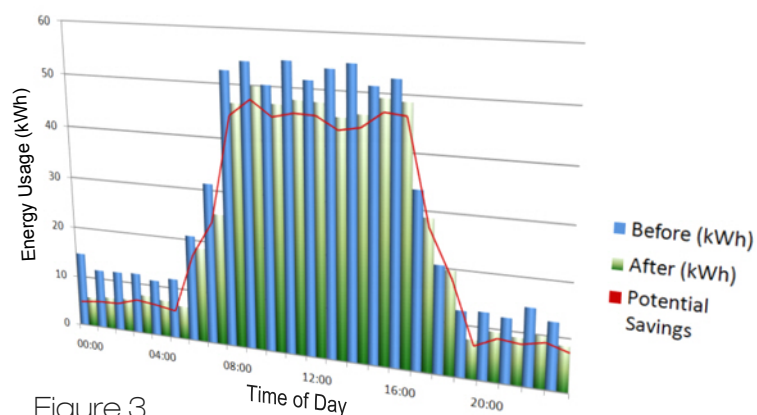


Figure 3.  
Monitoring savings

A successful energy awareness campaign will have adequate funding, senior management support, a well thought out strategy and a robust plan, delivered via a committed campaign team.

With these elements in place, organisations will see reductions of typically 5% - 20% of their annual energy consumption and carbon footprint, with paybacks measured in months.

# Why choose Inenco / NIFES?

Inenco has been supporting clients in all aspects of energy management since 1968. NIFES (National Industrial Fuel Efficiency Service) have been providing energy efficient solutions worldwide since 1953.

As sister companies working together, Inenco and NIFES are ideally placed to offer tailor-made solutions to reduce energy costs, consumption and CO<sub>2</sub> emissions in private and public sector organisations.

We have unparalleled experience and understanding of all aspects of energy management including policy, management commitment, data information, processing, technology applications and behavioural change.

With over 300 employees across the UK, we have the breadth of experience and capability to work with any type or size of organisation to improve efficiency and reduce costs.

This means we can identify the correct approach and solutions for your organisation and form a single integrated point of support as you work towards reducing energy costs and improving efficiency.

## Getting in touch



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