

JRPsolutions

Towards Net Zero



Behaviour Change



Energy Conscious Organisations (EnCO)

# What is Behaviour Change?

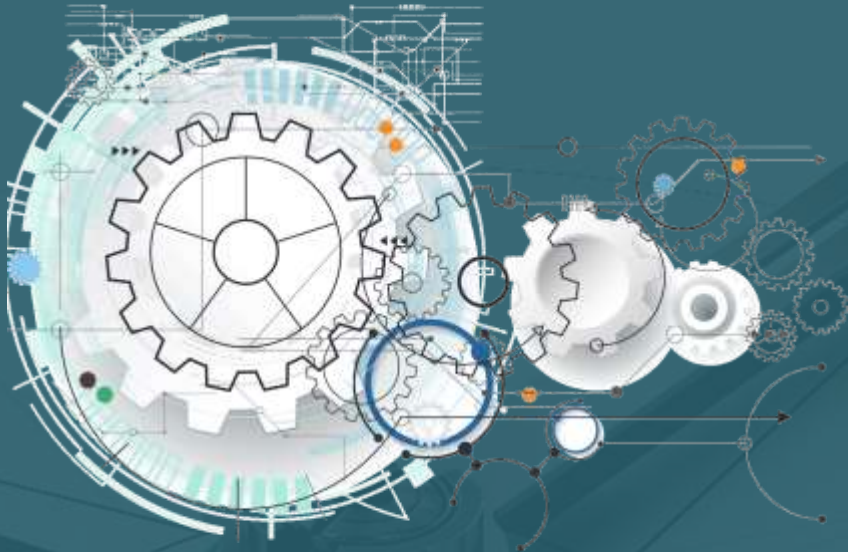


'Influencing the behaviors of consumers in order to achieve Energy Consumption Reduction (ECR)'

ECR has a Complex set of influences and relationships

# The Business case

## Technology Energy Savings



50%

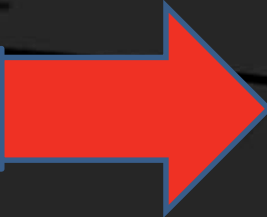
## Behaviour Change Energy Savings



50%

# Energy Conscious Organisations (EnCO)

 **ESTA**



 **IECg**  
INDEPENDENT ENERGY CONSULTANTS' group



 **EnCO**

# EnCO: Key Objective



50 -100IPMVP in  
Next 3 years

Currently 22 case studies



Training

Making behaviour  
change projects  
mainstream

Gap Analysis and  
M&W process Tools  
developed



Collaboration

Work with government to enhance the value of 'non-consumption' through incentive mechanisms



Next ESTA Conference  
12<sup>th</sup> February,  
Crown Plaza,  
NEC,  
Birmingham



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