



MERCi

## **The 10% Event; Save Energy, Save Money**

### **MERCi workshop: Motivating change: How to support others when making energy saving decisions**

#### **Participants input**

**Please use in conjunction with the workshop facilitators notes**

#### **Barriers**

- Other people not saving energy
- Staff dis-empowered
- Don't understand
- Misinformation
- Daunted by the scale of what needs to be done
- Cant be bothered
- Building not suitable
- Cost
- Too busy
- No long term thinking
- Not my responsibility
- Easy to carry on as now
- I'm not a hippy!
- Habit
- Apathy
- Resistance to change
- Denial
- Not knowing how to switch off printers etc
- Women and fashion!
- Greed and consumption

#### **Clusters:**

1: Apathy, cant be bothered, not my responsibility, too busy, easy to carry on as now, resistance to change

2: I'm not a hippy, woman's fashion, no one else is doing it, greed and consumption

3: Knowledge, misinformation, daunted by the scale, time, trust

4: Physical environment, cost, rented premises/ landlord

5: Staff dis-empowerment and not engaged in decisions for change

6: Denial

7: Cost, restricted by funding to make changes

## Breaking down barriers

Linked to clusters:

1: Give people roles and responsibilities (target driven), involvement at an early stage, positive incentives (chocolate, free lunch), tap into peoples values, give people simple things to do that they have time for, find peoples motivation, praise good behaviour, combat apathy with exciting things

2: Do cool things, use positive role models, fashion shows using recycled material, 10:10 campaign, branding

3: Training, join Sustaining Change, have an audit, keep the messages simple, knowing that you actions count, make it fun

4: Cost benefits, get together with other tenants, find out what legal requirements are, give landlords / board evidence- cost analysis/ business case, use mission statements to back up case

(ran out of time to cover 5, 6 and 7 fully)

### Tools to communicate message:

- Good promotional materials
- Email newsletters
- Non-printable pdf
- Use social media/ networking sites
- Incentives (pay cycle mileage)
- Existing schemes (bike to work)



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