

**Solihull Sustainability Visioning Group**

# **Behaviour Change for Sustainability Workshop**

**8.00am - 18th June 2015**

**Diamond House, Birmingham Airport**

# Welcome & Introduction

**Alexander Heath – Solihull Sustainability Visioning Group**  
**David Biss – Solihull Council**

# Agenda

- 8.30am **Employee Motivational Behavior: The Theory**  
Soraya Hodgetts – Climate KIC
- 8.40am **Employee Engagement at Birmingham Airport**  
Kirstin Kane – Head of Sustainability, Birmingham Airport  
Charlotte Mills – Energy Champion, Birmingham Airport
- 9.00am **Engaging Employees in Resource Efficiency**  
Philip Johnson – International Synergies
- 9.20am **Touchwood – Driving a Culture of Sustainability**  
Andrew Cole – General Manager, Touchwood Centre
- 9.40am **Group Discussion**
- 10.00am **Motivation and Transportation**  
Gareth Webber – Smart Network Smart Choices
- 10.20am **Promoting Sustainable Behavior Toolkit**  
Martin Kemp – Climate KIC
- 10.30am **Close**

# A quick quiz...

# Question 1

On average, how much does energy waste cost UK businesses?

- (A) 2.5% turnover
- (B) 10 % turnover
- (C) 4.5% turnover

# Question 2

Small and medium sized businesses (SMEs) are said to be able to save approximately how much money per employee per year through basic energy efficiency?

- (A) £100 per employee
- (B) £1,000 per employee
- (C) £1,500 per employee

# Question 3

How much would you need to turn the thermostat down to save 10% off your company's annual heating bill?

(A) 2°C

(B) 1°C

(C) 3°C

# Question 4

By opting for natural light office illumination rather than artificial lighting, how much do you think you would cut off the electricity bill?

(A) 19%

(B) 4%

(C) 11%



# Question 5

If you turned off just you workstation overnight and at weekends rather than leave it on standby, how much money do you think would be saved a year?

(A) £63

(B) £13

(C) £112

# Question 6

how many photocopies would you be able to produce from the energy wasted by leaving a photocopier on overnight?

- (A) 100 copies
- (B) 5,000 copies
- (C) 1,500 copies



**WINNER**



# Employee Motivation – The Theory

Soraya Hodgetts, Climate KIC

**Motivation:**

**“a reason or reasons for acting or behaving in a particular way”**

**Wikipedia**



“provides world views or filters that shape and define that which a person finds valuable, important, good or desirable.”

1914 – Dr Eduard Spranger



# Six “Hidden” Motivators



## Traditional

- Religious
- Political
- System of beliefs

## Theoretical

- Education
- Knowledge
- Clarification

## Utilitarian

- ROI
- Practicality
- Efficiency

## Individualistic

- Likes to lead
- Advancement
- Decision making
- Authority

## Social

- Helping others
- Harmonious Environment
- Willingness to serve

## Aesthetic

- Personal Growth
- Beauty
- Harmony
- Balanced Life



## Exercise

Jot down your 6 hidden motivators in order of priority.

Think about which of the 6 hidden motivators have been triggered in each scenario..



# Employee Engagement at Birmingham Airport

Kirsten Kane – Head of Sustainability  
Charlotte Mills – Energy Champion

International Synergies  
industrial ecology solutions

# Engaging Employees in Resource Efficiency

Philip Johnson, International Synergies

TOUCHWOOD

# Touchwood... Driving a Culture of Sustainability

Andrew Cole – General Manager, Touchwood

# **Group Discussion:**

## **Touchwood 'Treasure Hunt'**

# Treasure Hunt Group Work

- Identify three things could improve this activity?
- Which profiles described in “The 6 Hidden Motivator” theory would the Treasure Hunt mainly appeal to?
- What other activities could your organisation initiate to engage with the remaining profiles?



# Motivation & Transportation

Gareth Webber – Smart Network Smarter Choices

# Promoting Sustainable Behavior Toolkit

Martin Kemp, Climate KIC





# Take Home Toolkit

- ▶ Four key **benefits** of behaviour change campaigns
- ▶ Five online **course** providers
- ▶ Six key business **resources**
- ▶ Five **organisational tips** for success
- ▶ Four **implementation tips** for success
- ▶ Nine **engagement tips** for success

## Training Courses

**NEW COURSES "All  
Jobs Greener"**

**[Making the Transition to  
ISO14001:2015](#)**

**[IEMA Certified Courses](#)**

**[IEMA Approved Courses](#)**

## All Jobs Greener

All jobs done in a greener way

## Working with Environmental Sustainability

Overview of this IEMA Certified Course

Welcome

House

Flights

Car

Motorbike

Bus & Rail

Secondary

Results





## Welcome to the web's leading carbon footprint calculator

First, please tell us where you live: [\[why?\]](#)

Country:

Carbon footprint calculations are typically based on annual emissions from the previous 12 months.

If you would like to calculate your carbon footprint for a different period use the calendar boxes below (optional):

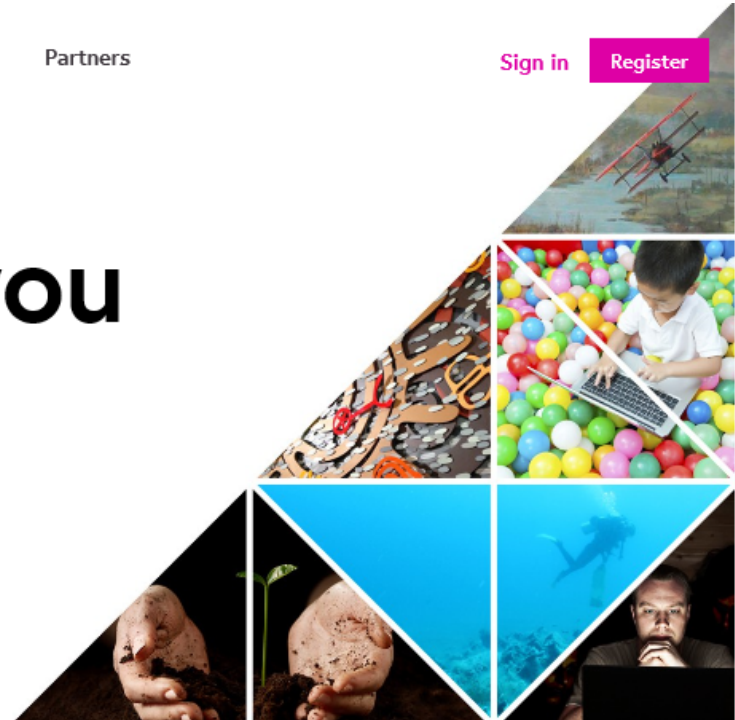
from   to  

Next, select the appropriate tab above to calculate the part of your lifestyle you are most interested in, e.g. your flights.

Or, visit each of the tabs above to calculate your full carbon footprint.

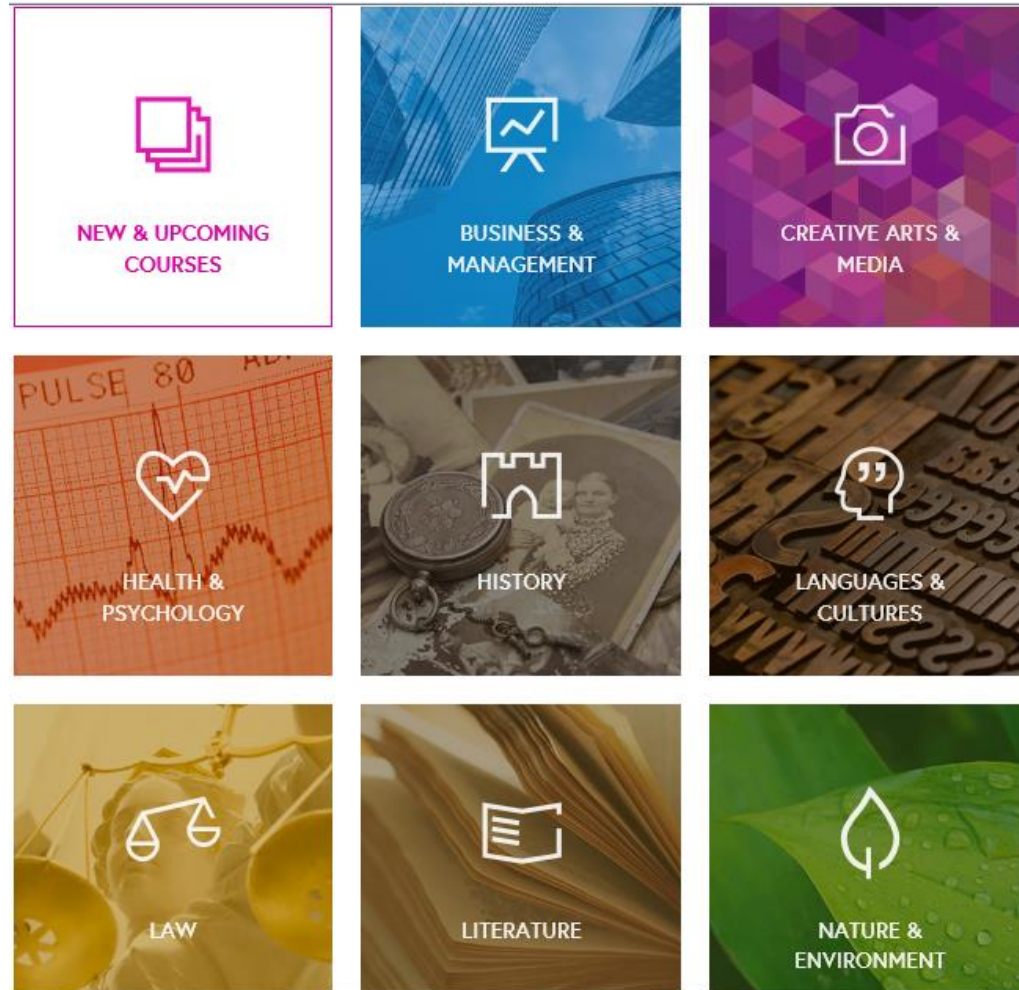
# What would you like to learn?

[Browse free online courses](#)



Join 1,712,359 people learning together at FutureLearn. Try high quality online education - enjoy free online courses from top universities and specialist organisations.





[Join now](#)





#### ELEMENTS OF RENEWABLE ENERGY THE OPEN UNIVERSITY

Learn how sustainable energy from the Greek elements – Earth, Air, Fire and Water – can replace fossil fuels and nuclear power.



 27 Jul  4 weeks  3 hours pw  Certificates

[More](#)



#### SOILS: INTRODUCING THE WORLD BENEATH OUR FEET LANCASTER UNIVERSITY

Learn about soils, the variety of life they contain and how humans impact this fragile system, with this free online course.





 6 Jul  4 weeks  3 hours pw  Certificates

[More](#)



#### MAKE AN IMPACT: SUSTAINABILITY FOR PROFESSIONALS UNIVERSITY OF BATH

Are you a professional interested in sustainable development? This course looks at integrating a sustainable development strategy.

 17 Aug  6 weeks  3 hours pw  Certificates

[More](#)



**coursera**

Institutions

Log In

Sign Up

# Take the world's best courses, online, for free.

Join 13,570,795 Courserians

Learn from 1,047 courses, from our 121 partners.

[How it works »](#)

University of Colorado Boulder »

## Most Popular



Social Psychology  
Wesleyan University



Enhance Your Career and  
Employability Skills



Programming for  
Everybody (Python)



Fundamentals of Music  
Theory

# Cambridge Institute for Sustainability Leadership

Home

About

Business Action

Executive Education

Graduate Study

Research

Publications

Alumni

News and Blog

## The Business & Sustainability Programme Online

Cambridge Institute for  
Sustainability Leadership

Executive Education

**Customised Programmes**

**The Prince of Wales's Business &  
Sustainability Programme**

**Open Programmes**

**Learn Online**

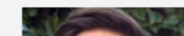


Quick links

[Buy licences](#)

[Register for a free trial](#)

Contact





# Next steps



## Behaviour Change and Employee Engagement

This document contains key organisation benefits for a behaviour change campaign, opportunities for cost reduction and a selection of resources to guide effective implementation.

**The Group's Vision** - To help Solihull to be at the forefront of sustainable business development and a showcase for environmental business standards, supporting Solihull's transition to a low-carbon economy.

### Benefits of behaviour change

- Recruitment and Retention of staff - Top graduates are requiring a strong environmental stance.
  - o 40% of MBA graduates rated CSR as important to reputation.
  - o 58% would consider climate policy in decided to work for an employer or not.
  - o 88% would consider leaving an employer if their CSR no longer met expectations.
- Find your share of £300 million of savings that require employee behaviour alone.
- Meet potential for environmental improvements 60-70% predicted to be from behaviour.
- The corporate Leadership Council highlight organisations that engage their employees grew profits as much as three times faster than their competitors. They also found that highly engaged organisations have 87% less staff turnover and 20% better performance than average.

### Green Online Courses

- The Institute of Environmental Management & Assessment (IEMA) offer certified courses and one day workshops: [www.iema.co.uk/learning-courses/all-its-queer-in-it-in](http://www.iema.co.uk/learning-courses/all-its-queer-in-it-in)
- Future Learn offer a diverse selection of FREE online courses from leading universities and cultural institutions from around the world: [www.futurelearn.com](http://www.futurelearn.com)
- Coursera An American online learning area like FutureLearn [www.coursera.org](http://www.coursera.org)
- The Centre for Alternative Technology offer some FREE courses: [www.cat.org.uk](http://www.cat.org.uk)
- University of Cambridge - BSP Online Business and sustainability programme: [www.bsp.cam.ac.uk/learn-online](http://www.bsp.cam.ac.uk/learn-online)

### Business Resources

**Websites:** Carbon Footprint Calculator: [blaz/carbonfootprint/calculator.aspx](http://blaz/carbonfootprint/calculator.aspx)  
**Apps:** Cycle Streets [www.cyclestreets.net/enable](http://www.cyclestreets.net/enable)  
 Medical Science [www.medicalscience.com/medical-science-iphone-app.html](http://www.medicalscience.com/medical-science-iphone-app.html)  
**Social Media:** Enterprise Social network [www.yammi.co.uk](http://www.yammi.co.uk)  
 LinkedIn Solihull Sustainability Group <http://www.linkedin.com/group/home?gid=4786263>  
 Marketing material: Practical elements on implementation a campaign, including free posters and sticker templates. Part of and including the Carbon Trust Guide to Creating an awareness campaign <http://www.carbontrust.com/resources/quick-reference/efficiency/employee-awareness-and-office-energy-efficiency>

# Take Home Toolkit

- ▶ Four key **benefits** of behaviour change campaigns
- ▶ Five online **course** providers
- ▶ Six key business **resources**
- ▶ Five **organisational tips** for success
- ▶ Four **implementation tips** for success
- ▶ Nine **engagement tips** for success

# Pioneers into Practice (PiP)

## Contact

Kate Martin

kate.martin@climate-kic.org

0121 250 3507

<http://www.innovationbham.com/climate-kic>



# Solihull Sustainability Visioning Group

**Email:** [sustainabilityvisioning@solihull.gov.uk](mailto:sustainabilityvisioning@solihull.gov.uk)

**Web:** [solihullforsuccess.com/solihull-sustainability-visioning](http://solihullforsuccess.com/solihull-sustainability-visioning)

## Thank you

Decorative graphic element consisting of diagonal stripes in shades of green and black at the bottom left corner of the slide.