



E.10 Spread the “energy efficiency culture” in the company

Many savings can only be achieved when everyone in the company thinks and acts having energy efficiency in mind. This is true both in terms of correct behavior, but also in the contribution that each employee can give in identifying where the potential for improvement is located, and suggest how to exploit it. Moreover, it is recommended that energy efficiency measures that affect a certain group of employees are taken only when that group is aware of the benefits provided by the change (e.g. a new lighting system).

Any type of energy saving intervention cannot transform the company’s internal culture towards energy efficiency unless the whole staff is aware and committed to such a goal. Saving energy requires the company’s staff to take on part of the responsibility. This is why it is important to involve employees in the decision-making process before changing practices. Energy-saving measures that are difficult, inconvenient or impractical to implement are likely to be ignored or withdrawn. This will undermine any future attempts to reduce energy use. The necessity of implementing an energy efficiency culture is clearer when analyzing the important internal actions to be developed through time, such as:

- reporting any energy waste when noticed;
- ensuring equipment and machinery are well-maintained and working efficiently;
- contributing and gathering ideas for improving the way things are done;
- testing and implementing processes that are found to be more efficient; and
- communicating good practice and improvements.

To support this need there are some tools that can help the Trusted Partner to establish, within companies, a culture of energy efficiency. It is important to understand who will be the beneficiary of the training, in order to choose the most suitable material and trainer (it may not be the Trusted Partner himself).