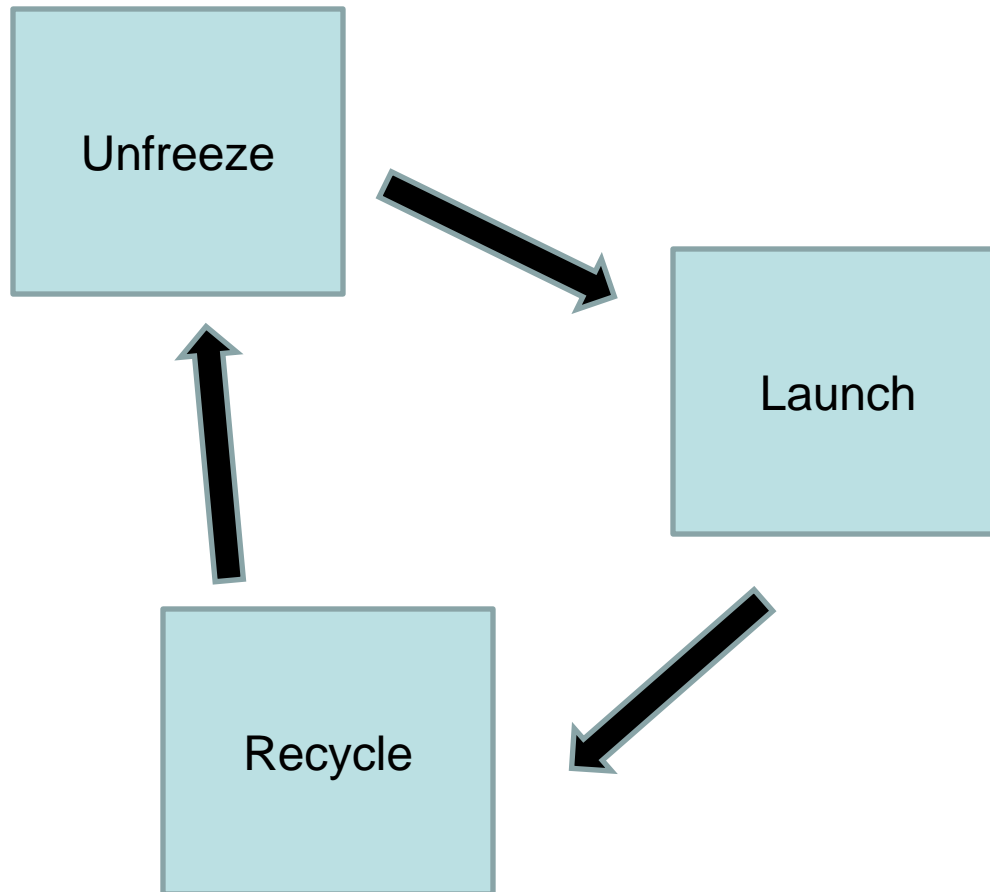
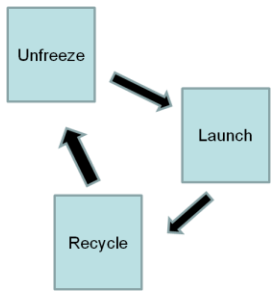




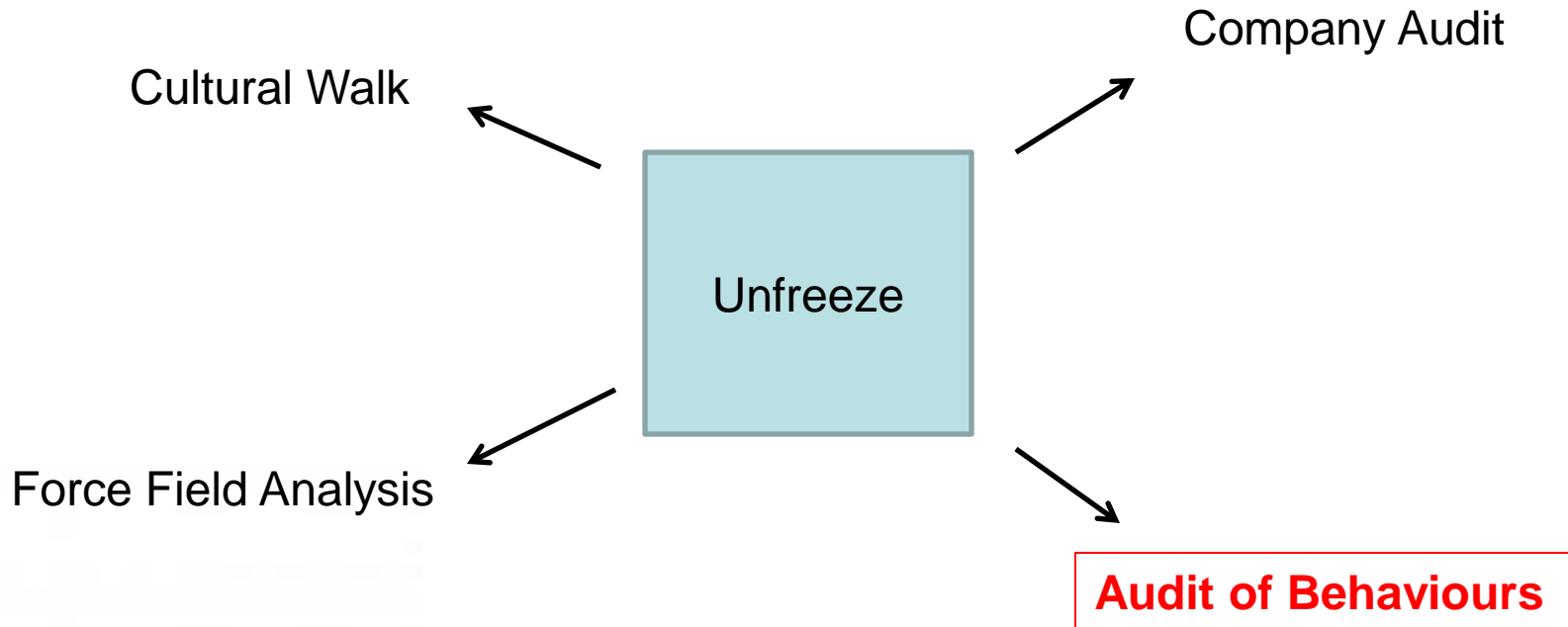
How to empower staff behind energy efficiency measures

GAIA Behaviour Change Model



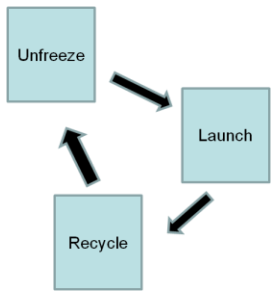


Unfreeze



Audit of Behaviours



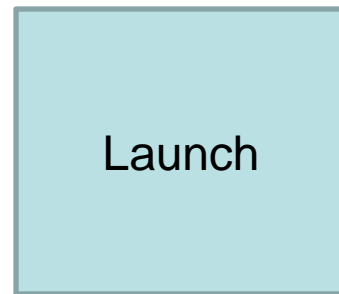


Launch

Project Planning

Energy Walk Around

Data Analysis



Launch

Compelling Message

Energy Training

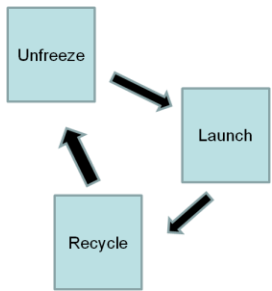
CEO & Sponsors



Compelling Message



*It has to be more than just 'saving money' or 'reducing carbon' which will have little appeal and make everyone feel guilty. **Consider something to aspire** to like a commitment to ISO 14001 or a Green Policy commitment to your customers*

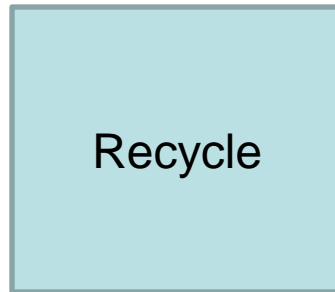


Recycle

Feedback Process

Triggers

Company KPIS



Celebrate

Metaphor

Project Recycle

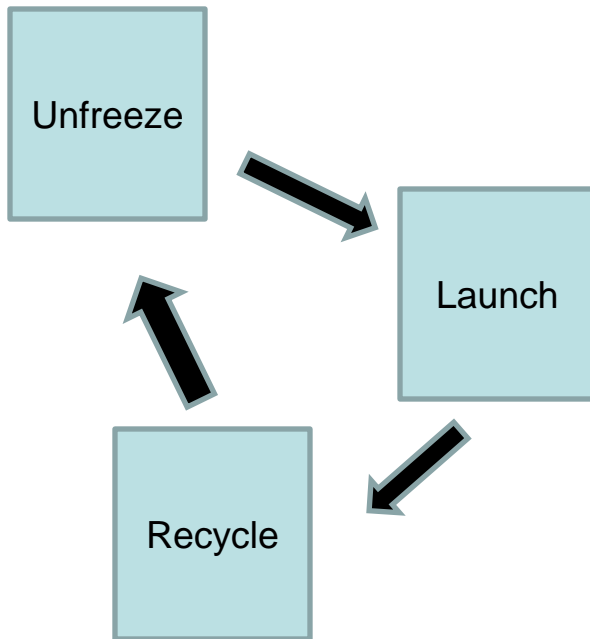


Metaphor



Translating your success into a measurable and tangible performance criteria related to the business function.

GAIA Behaviour Change Model



[More Information:](#)

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