CREATE

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Who are CREATE?

We:

- **UK energy education charity since 1988**
- **Work to change people's attitudes and behaviour regarding their use of energy**
- **Develop, manage and deliver sustainable energy programmes for schools and communities**

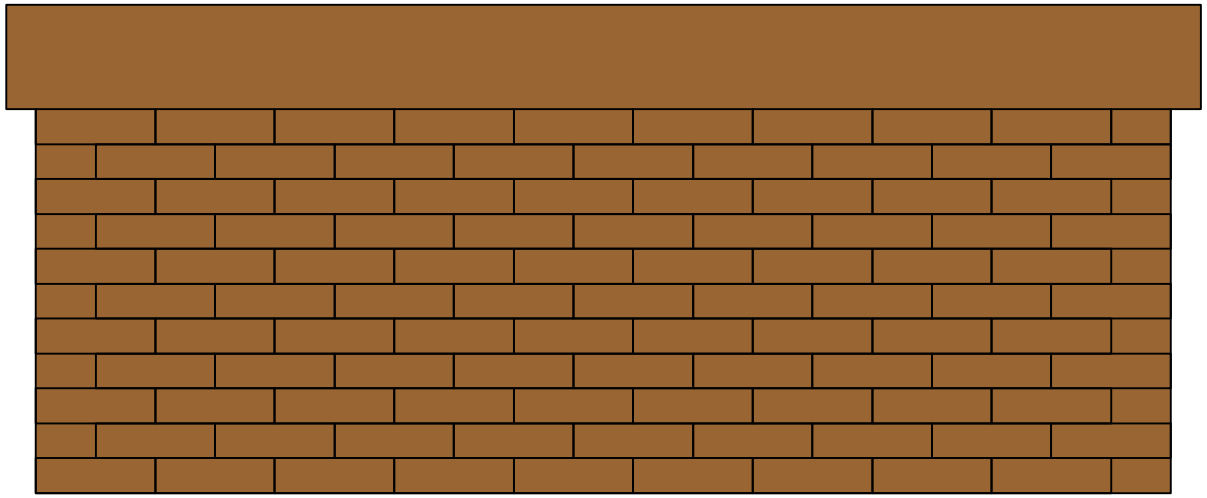
Aim of Presentation

To identify ways to encourage behavioural change in schools in terms of reducing energy use

Why Bother?

- To realise predicted energy savings
- To sustain good energy efficient practice
- To reap the benefits of increased comfort, reduced fuel bills and carbon emissions
- To achieve 10 – 15% reduction in energy use from behavioural change

What are the Barriers?



School Attitudes

It's not a Priority!

Energy Efficiency

Why should we change?

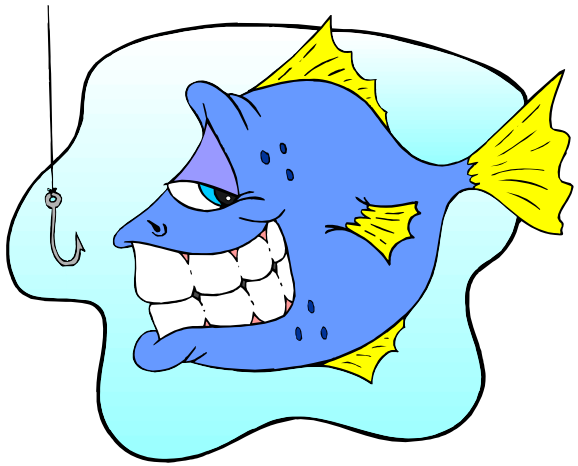
Staff won't do anything!

It's not my job!

It's too expensive!

So, What Can We Do…

- **Identify the Hooks**



Campus

- To save money
- To reduce energy bills
- To reduce carbon emissions
- To improve DEC rating
- To conserve finite resources
- To manage energy use more efficiently

Curriculum

- To add value to curriculum
- To encourage more sustainable lifestyles
- To win Awards
- To develop credible partnerships
- To show citizenship in action!

Community

- To improve home/school/business links
- To improve intergenerational working
- To inform the misinformed!
- To engage the whole school community

And

- To do something different
- To win “brownie points”
- To increase school profile
- To learn from others and share good practice
- To access funding and support
- To develop a feeling of self sufficiency!

Examples of Behaviour Change

- **Case Study 1: Ashley C of E Primary School**

- **Case Study 2: Castle Vale School**

- **Case Study 3: Switch off Campaigns**

How can you help…

- **Become an expert-in-residence**
- **Build and strengthen school/business partnerships**
- **Provide teacher/pupil guidance on equipment use**

And there’s more…

- **Initiate projects which help to reduce school’s carbon footprint**

- **Increase school knowledge of EE programmes e.g. Carbon Detectives**

The Final Outcome

To further encourage a change in energy behaviour within the whole school community

A win win win approach!