



Action for Warm Homes

CHANGING ENERGY-RELATED BEHAVIOUR (ONE DAY)

COURSE AUDIENCE

This course is designed for frontline staff working in a range of organisations who are in a position to provide energy-related advice directly to householders either face-to-face or via the telephone.

COURSE AIM

The course aims to make delegates aware of some of the latest theories and findings in the field of decision making, focusing specifically on simple practical things they can do to encourage people to act on the energy-related advice they receive.

COURSE OBJECTIVES

Explain

- the barriers/ cognitive biases discouraging householders from acting on energy advice
- some of the key factors influencing decision making
- actions to encourage householders to act on energy-related advice
- how behavioural insights can be applied to energy-related behaviour change in relation to basic heating controls, switching and condensation dampness

COURSE CONTENT

- The main barriers explaining why householders do not always act on energy advice
- Key factors influencing decision making including significant cognitive biases (for example, loss aversion and social norms)
- Actions to overcome the key biases and encourage people to act on the advice they are given. This includes framing the message – making it personal, relevant and engaging
- The EAST (make the advice/ intervention Easy, Attractive, Social and Timely) model and how it can be used to increase the likelihood of advice being acted on
- Case study activities applying behavioural insights to changing behaviours in relation to basic heating controls, switching tariff/ supplier and condensation dampness

DURATION

One day (6 hours)

COURSE DATES/ LOCATIONS

This course can be delivered in-house to organisations wishing to train a group of staff, we can accommodate up to 15 learners per course.

FURTHER DETAILS, FEES AND BOOKINGS PLEASE CONTACT

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