



Action for Warm Homes

FREE TRAINING

CHANGING ENERGY-RELATED BEHAVIOUR (HALF-DAY)

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

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 help 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 can be used to increase the likelihood of advice being acted on

DURATION

Half-day (3 hours)

COURSE AUDIENCE

This course is designed for frontline staff and volunteers 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.

Courses are funded via our Forces for Warmth programme which aims to support ex and current service personnel and their families.

We recognise that frontline staff and volunteers from various organisations will support this group in their day to day roles. To date staff from foodbanks, local authorities, housing associations and advice agencies have been involved in this programme in addition to charities such as The Royal British Legion and Help for Heroes.

COURSE DATES/ LOCATIONS

This course can be delivered in-house to organisations wishing to train a group of staff.

FURTHER DETAILS AND BOOKINGS PLEASE CONTACT

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