



Changing staff behaviour

With targets to reduce Group energy use by 8% per square metre and reduce carbon footprint cumulatively by 36% by 2010 (based on 2005 emissions), Morrisons has set out some of the ways it wants to reduce its environmental impact. But what do these numbers really mean for staff, and how can they contribute?

In October 2007, we ran an Energy Efficiency Live! event with Wm Morrisons at their headquarters in Bradford. The event was designed to engage staff with issues surrounding climate change causing carbon emissions from every day energy use, and to further raise awareness of good energy efficient practices.

Fun, interactive, relevant

The difficulty many people have in understanding the source, quantity and impact of the carbon emissions they generate through their everyday activities, is visualising them. Crack that problem and people are more inclined to act more energy efficiently because they see the effect their own actions can have.

To get Morrisons staff thinking about the way energy is used in the workplace and at home, we made the road show fun and relevant, through a series of interactive activities, such as an energy bike, touch screen energy champion game and quizzes. The event was a resounding success with around 140 staff members making specific pledges to improve their energy efficiency habits.

Our energy efficiency bike helps people visualise how much energy is required to power everyday appliances in the home and workplace, and the resulting carbon emissions.

From small acorns...

To provide a sustainable Christmas tree in years to come, tree saplings were given away in return for a charitable donation. The event raised £250 for Morrisons' 2007 Charity of the Year, Asthma UK.

Paul Boreham, Group Energy Manager for Morrisons, comments:

"The event supplemented our own "switching on to switching off" energy awareness programme for colleagues, and helped us highlight the importance of saving energy in the context of our own commitments. In particular, it reinforced our objective of highlighting the importance of switching off electrical equipment such as computer monitors while not in use – which can save a balloon's worth of CO2 every 90 minutes. Colleagues were able to get a real understanding of the impact that their energy habits can have on helping us to achieve our targets."