

PRE-CAMPAIGN SURVEY ANALYSIS – PRELIMINARY RESULTS

COMPARISON BETWEEN PARTICIPATING COUNTRIES

The objective of the “save@work” project is to motivate and facilitate the behaviour change of employees in public buildings and municipalities. 9 countries with 180 public buildings participate in the 3-year-long project, incorporating a one-year-long energy efficiency competition to help motivate participating individuals and reach at least 15% energy saving.

The reason for including a pre-campaign survey in the project is assessing the energy saving behaviour, habits and attitude of employees at the beginning of the competition, and thus help

- learn about the situation of energy saving in the different participating buildings;
- see whether there are any differences in energy saving practices between the participating 9 countries; and
- assist participating buildings better during the campaign.
- Finally, as there will be a similar short survey at the end of the campaign, it will be possible to see how much change was achieved during the campaign.

Number of filled in surveys

In the 9 participating countries more than 17 thousand employees take part in the save@work campaign. In every participating public office building a certain ratio of employees filled in the pre-campaign survey, as you can see in the table below (Figure 1). The highest number of surveys were filled in in Hungary, but in relative terms Latvia is the winner, with around 40 % of the employees concerned completing the survey.

Country	Number of participating employees	Number of Energy Team members	Number of surveys filled in
Austria	2494	104	149
Belgium	1960	122	688
France	1280	60	125
Germany	2126	62	119
Hungary	2010	101	715
Italy	1699	120	483
Latvia	687	94	270
United Kingdom	3975	76	92
Sweden	1049	70	319
Total:	17280	809	2960

Figure 1: The number of filled in surveys and participating employees



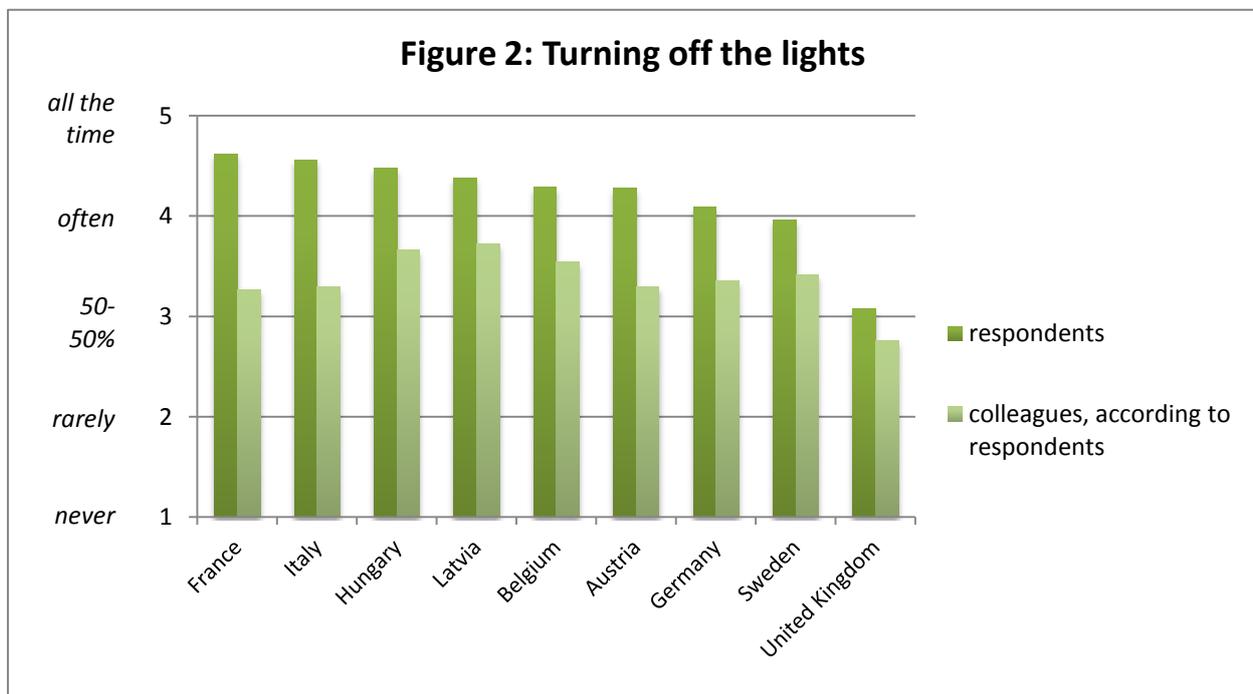
Energy saving practices and habits

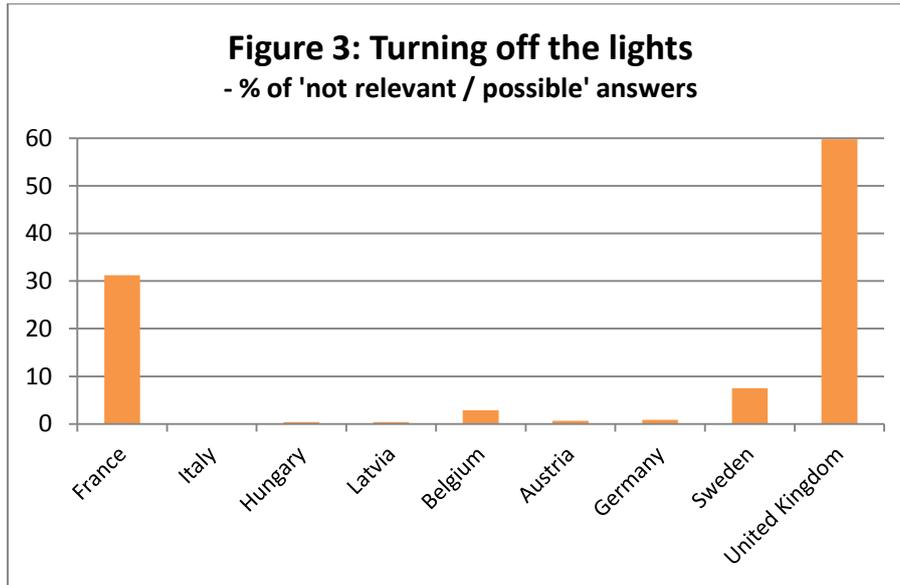
In the survey we inquired about everyday energy saving practices in offices, such as turning off the lights, using the energy saving features of office equipment, turning down the heating, etc. We wanted to know how regularly the respondents themselves and – in their opinion – their colleagues follow these practices. Below we look at some of these practices in more detail.

Turning off the lights

As it can be seen in the graph below (Figure 2), in all the countries employees think that they almost always turn off the lights. However, when it comes to their colleagues, they are not so positive anymore. This gap between what respondents think about themselves and about their colleagues is most significant in France and Italy.

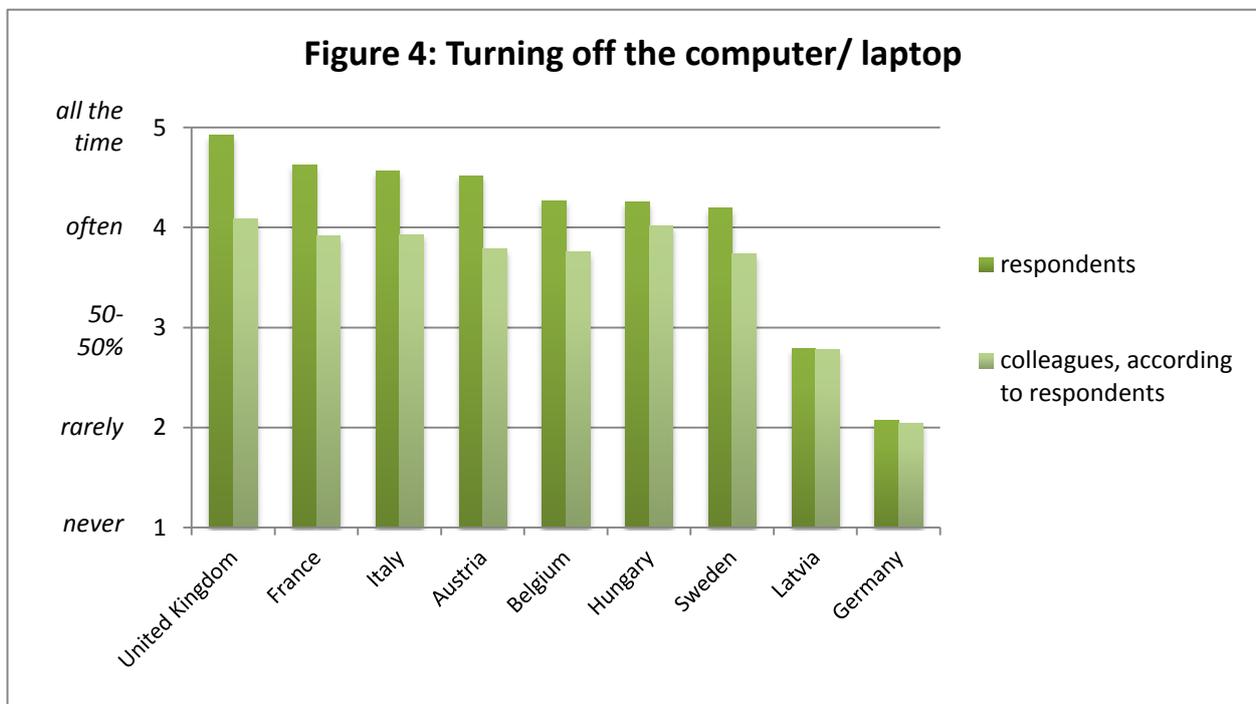
Moreover, it might be surprising to see in Figure 2 that in the United Kingdom significantly less people turn off the lights than in other countries. It is important to take a look at Figure 3 though, which shows that the ratio of not 'relevant / possible' answers is very high in the UK. A high number of respondents selected this reply and then made the comment that in their building they have automatic lighting systems, thus there is no need to turn the lights off. On the other hand, Figure 3 also shows that in Germany and Sweden the relatively lower proportion of those who switch off the lights is not due to technical reasons, but to people being negligent.





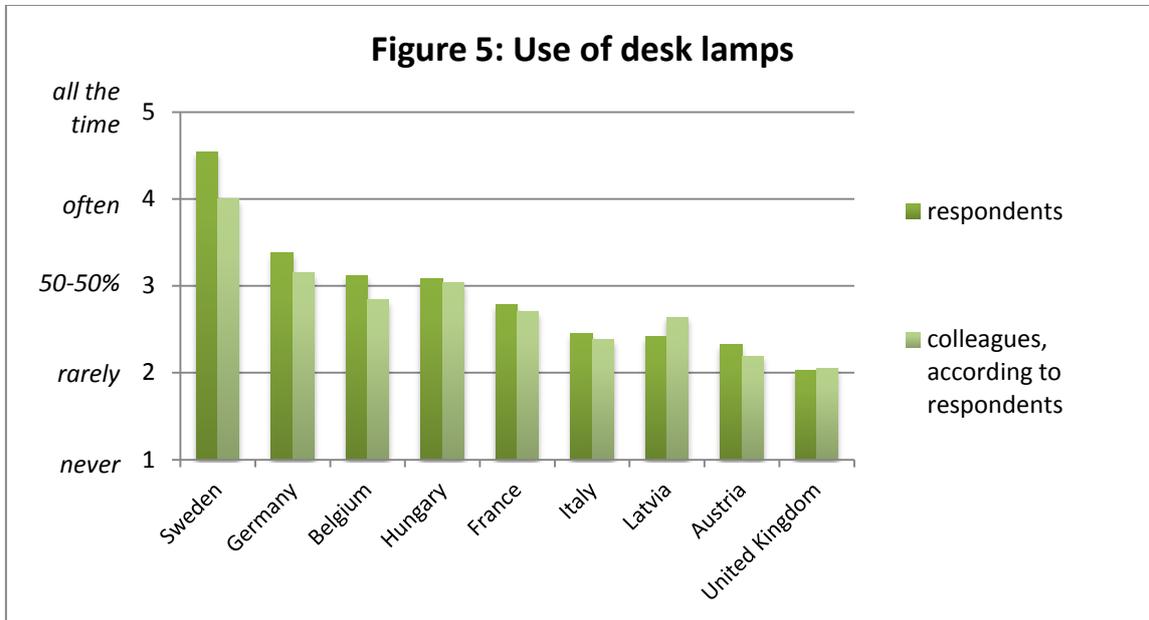
Turning off the computer/ laptop

As regards turning off the computer/ laptop, there is a greater variance between existing practice in the participating buildings. These devices are least likely to be turned off in Latvia and Germany, and according to the results it is not because the employees are unable to do so for some reasons.



Using desk lamps

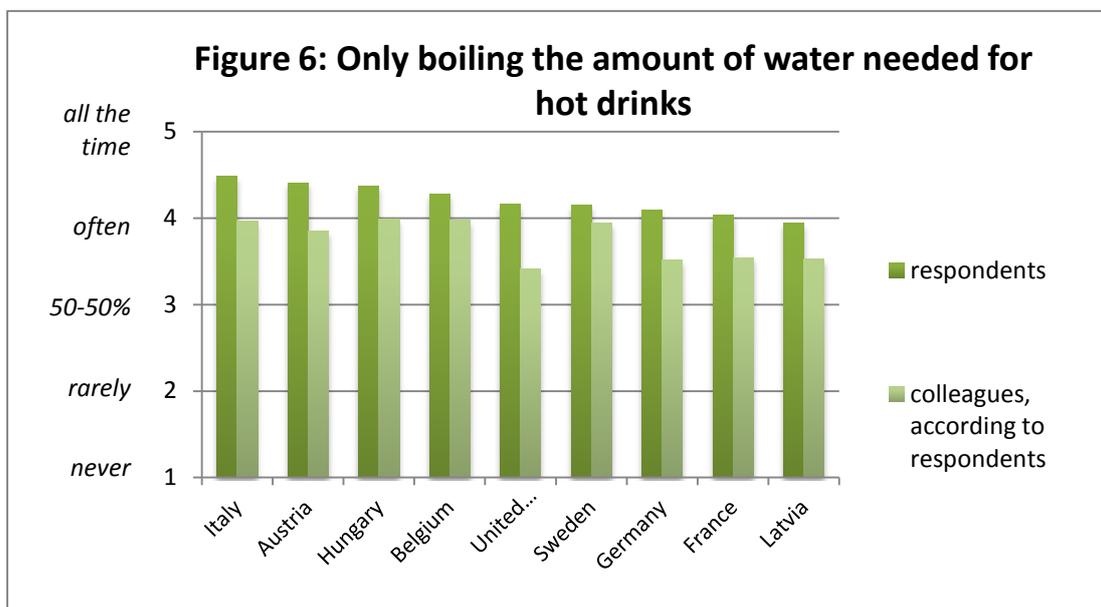
Figure 5 illustrates very well that compared to turning off the lights or the computer/ laptop – in all countries with the exception of Sweden – far fewer employees take advantage of local lighting and use desk lamps when they are alone in the office room and central lighting could be turned off.



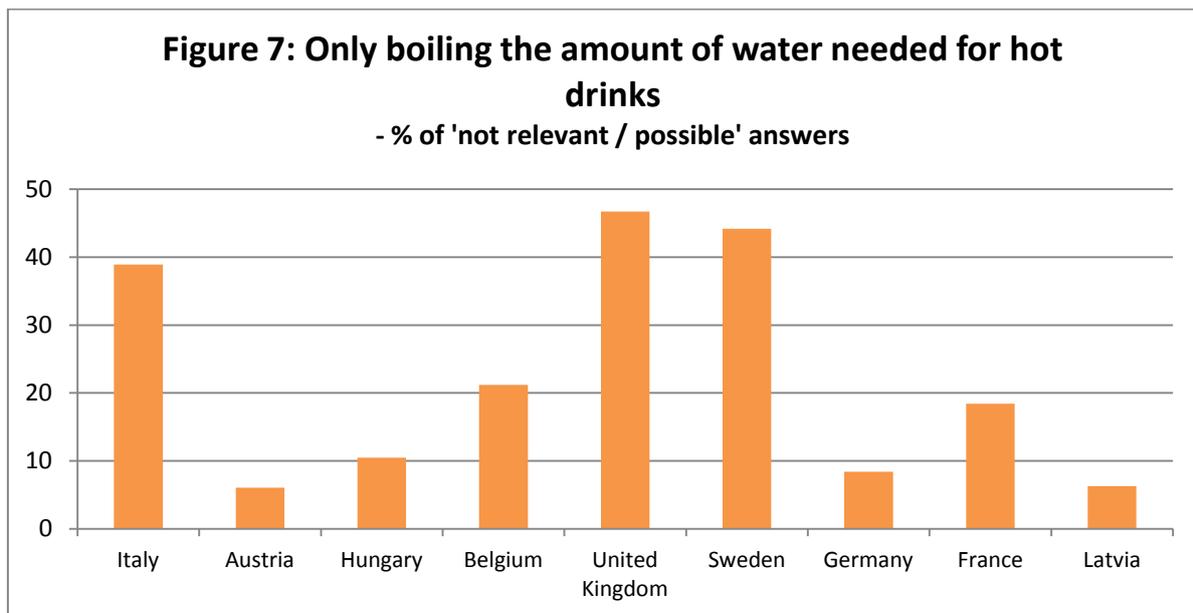
There might be different reasons behind the avoidance of using desk lamps in each building, however, very often it is simply because employees do not have them. Therefore, in many buildings investing in desk lamps is worth considering, for improving energy efficiency as well as health and well-being.

Only boiling the amount of water needed for hot drinks

Based on scientific literature we usually boil more water than necessary when we prepare hot drinks, wasting a great amount of energy. According to the pre-campaign survey results (see Figure 6), many respondents pay attention to only boiling the amount of water that is ultimately necessary for their hot drinks.



But the survey analysis also shed light on the fact that in many buildings introducing this energy saving practice is not possible because e.g. the employees take hot water from water dispensers. Figure 7 highlights the importance of paying attention to the viability of a proposed energy saving action when planning and implementing energy saving campaigns. Although there are simple and potentially effective energy saving activities such as boiling just the correct amount of water, promoting them will be all in vain if water is not boiled in a kettle but taken from a dispenser.

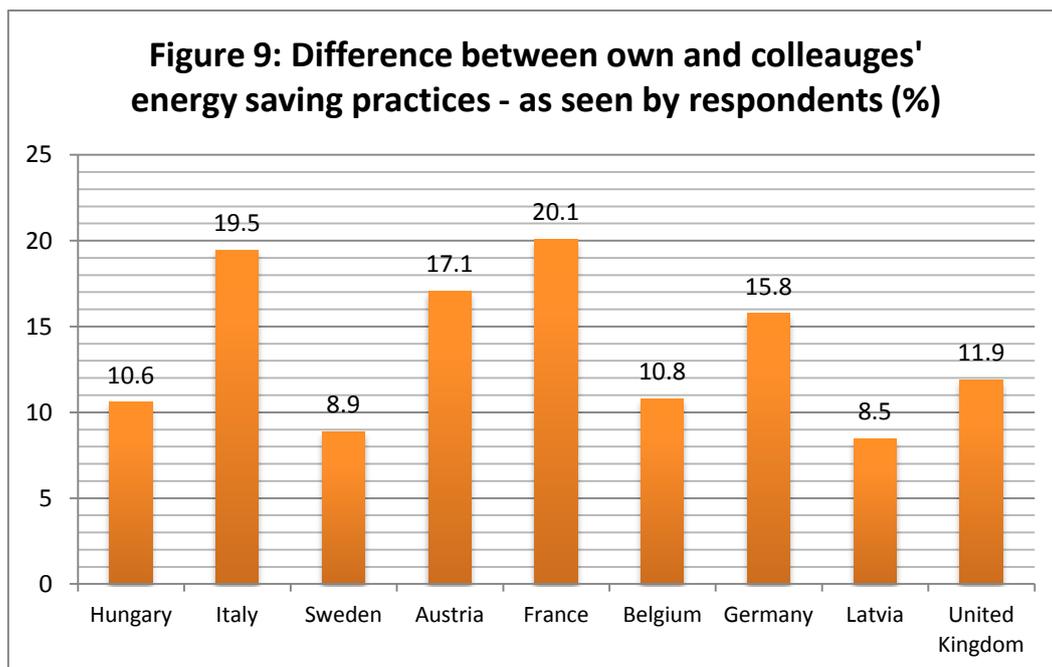
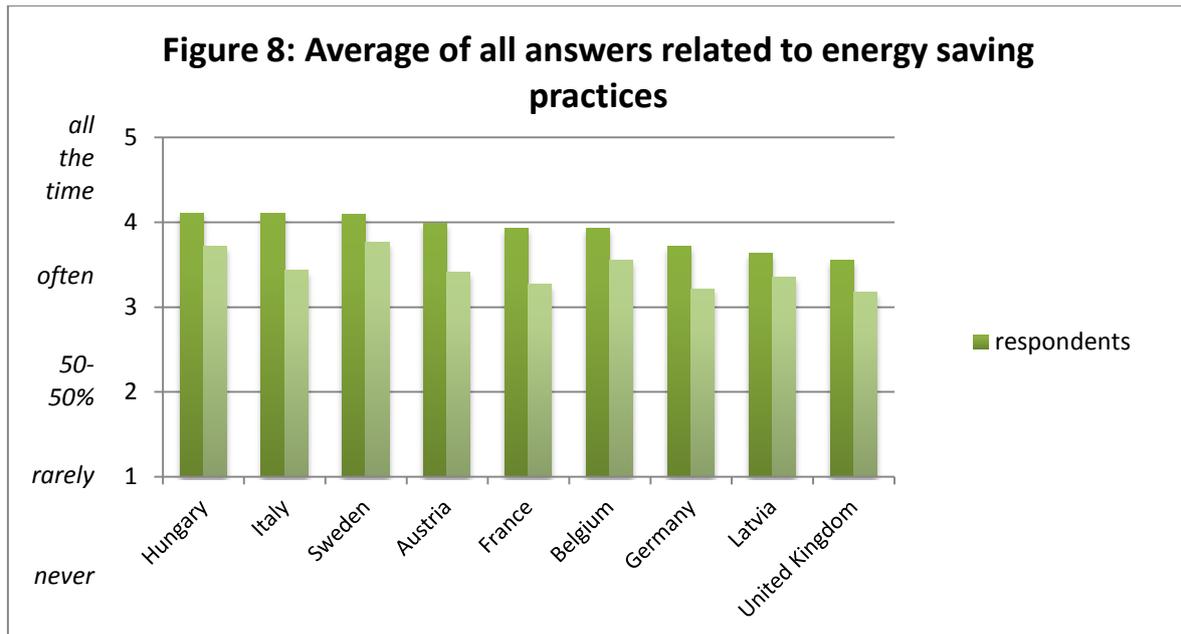


Energy saving practices and habits: summary of results

In Figure 8 we summarized all answers given to the questions about the 8 energy saving practices the survey enquired about, showing their average values. Respondents carry out the analysed energy saving activities most frequently in Hungary, Italy and Sweden – though compared to the other participating countries the difference is not significant.

However, in the save@work campaign our aim is to reach the targeted 15 % energy saving partly through following these simple energy saving practices all the time, without exception (and not just often!), or, in other words, making them part of the everyday routine of employees, which everyone does almost automatically.

It is also our aim to eliminate the difference between how the respondents see themselves and their colleagues – which is most significant in France, Italy and Austria (see Figure 9). Everyday energy saving behaviour should become part of the office culture: turning off the lights and electronic equipment, controlling the heating if necessary, knowing and applying the energy saving settings, etc. should be the norm.

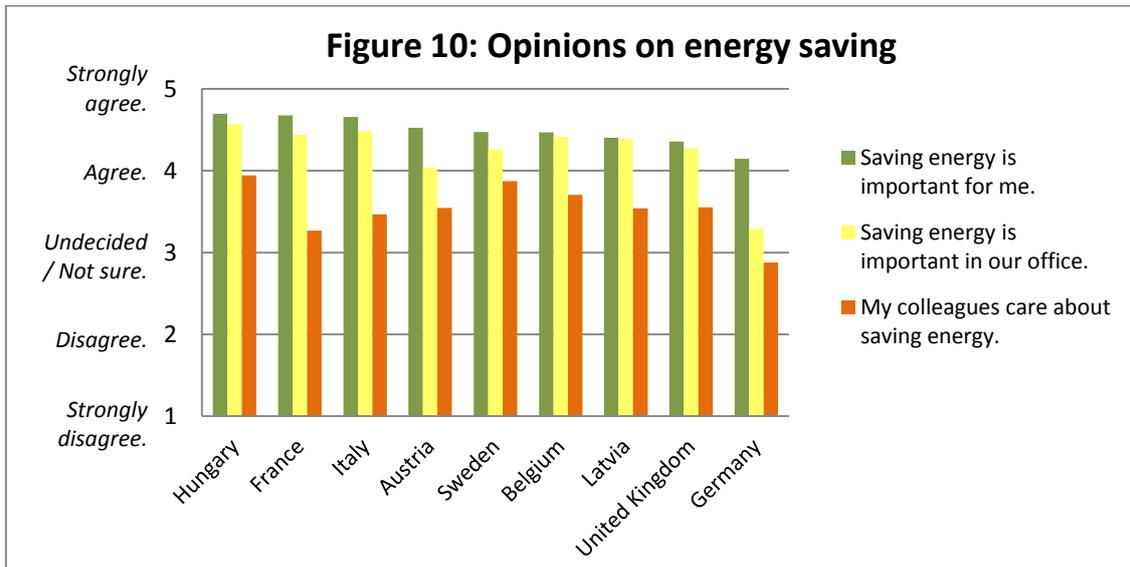


The importance of energy saving

In all participating countries respondents consider energy saving important (see Figure 10), but at the same time they think that for their colleagues it is considerably less important. In France, Italy and Germany this gap is especially big, the respondents in these countries are not entirely sure whether energy saving is also important for their colleagues.

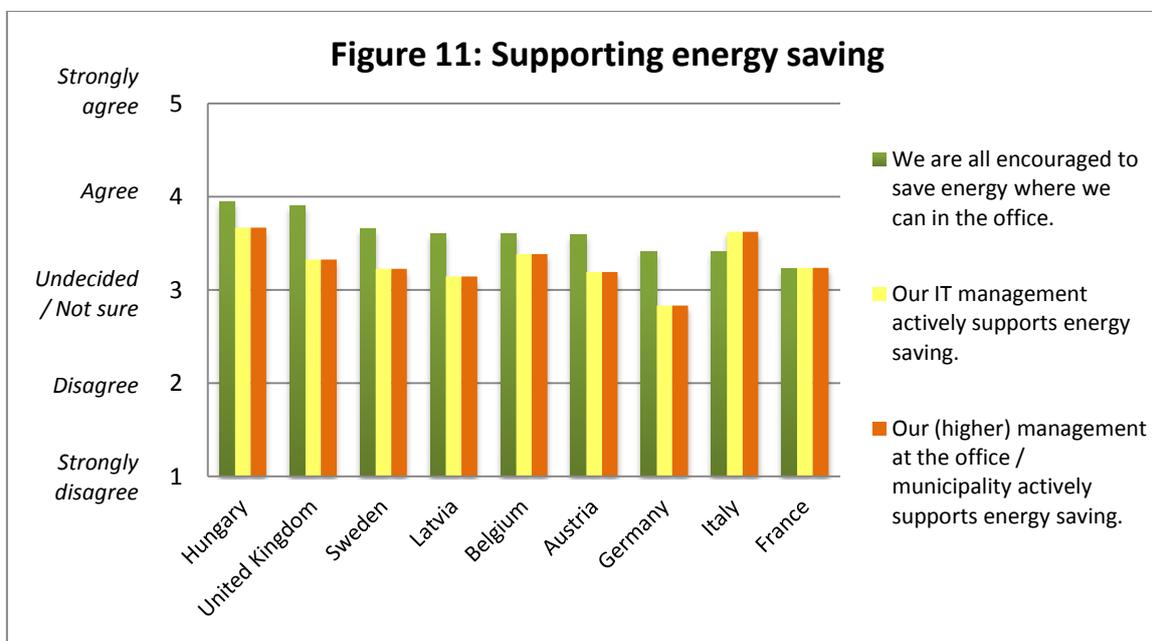
Besides, Germany is also worth noting for another reason: many believe that energy saving is not clearly important in the office either. This opinion could be taken into account when preparing the save@work action

plans, for example, greater emphasis could be put on communicating the significance of energy saving and on rewarding related everyday practices.



Supporting energy saving

Figure 11 presents the summary of the answers showing how much support the respondents feel to be getting in their energy saving activities – in general, from the IT department and from top management. With the exception of France and Italy employees feel the general support most strongly, support from the IT department and top management is somewhat less obvious. This difference is most marked in the UK and Germany.



Written by:

GreenDependent Institute // Edina Vadovics, Szandra Szomor

Email: info@sporolunk.org // Tel.: +36 20 334 2889

Web: <http://www.saveatwork.eu>