

A staff engagement programme for General Motors led to a

# 23%

reduction in energy use for the Go Vauxhall dealership in Chislehurst



## KEY BENEFITS

### STAFF ENGAGEMENT LEADS TO MEASURABLE ENERGY AND COST SAVINGS

Staff engagement and effective communication is vital to drive behaviour change and encourage participation in energy performance projects, for carbon reduction achievements.

Carbon Credentials can help build and implement an engagement programme to achieve energy performance improvements, embedding processes and behavioural changes to leave a positive legacy.

This case study reveals the savings achieved through increased staff engagement at the General Motors dealership, Go Vauxhall.



#### INCREASED EFFICIENCY

Staff were given the tools to monitor energy consumption and rectify anomalies in usage.



#### ENERGY SAVINGS

A pilot engagement programme achieved a 23% reduction in energy use.



#### COST SAVINGS

Annual savings of £56,000 were identified from £95,000 worth of investment at 6 sites.



#### BEHAVIOUR CHANGE

A legacy of behaviour change was created so savings can be achieved year on year.



By  
**WILL JENKINS**  
Senior Consultant





*The savings we achieved are pretty significant for a dealership of our size, I was very impressed.*

**Bob Quirk**  
Managing Director



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## BACKGROUND



Carbon Credentials has worked with General Motors since 2011. The company has a culture of environmental responsibility that enables creative thinking, innovation and business efficiency.

GM asked Carbon Credentials for its support to develop a Retailer Energy Efficiency programme to engage its staff. Go Vauxhall was selected for the programme.

## PROCESS



### Stage 1: Energy audits to identify and quantify the opportunity

Energy audits identified a number of investment opportunities, and highlighted that improving switch-off behaviours and controls would deliver significant savings.

### Stage 2: Implementing the Pilot Engagement Programme: Driving for Efficiency

A staff engagement programme at Go Vauxhall in Chislehurst used site coordinators and internal communications to improve end of day shut-downs. Staff were given the tools to help monitor consumption and rectify unexpected changes quickly. Data analytics and engaging design was used to communicate successes and illustrate actions that would lead to further reductions.

## OUTCOME



Across the month long staff engagement programme at Chislehurst, a **23% reduction** in energy consumption was achieved.

If this was maintained for a year, cost savings of **£8,600** would be achieved through behaviour change alone.

Average Daily Consumption Profile by Weekday

