

BEHAVIOUR CHANGE

AGENDA

- > Define Behaviour Change
- > 6-Step Approach
- > Tools and Techniques
- > Success Stories
- > Activity: Create a Campaign Plan
- > Communication Strategies
- > Activity: Build a Communications Plan

LEARNING OBJECTIVES

- 1** To explain the importance of behaviour change as a tool in energy management within your organization

- 2** To describe a systematic approach to achieving behaviour change

- 3** To initiate a behaviour change program
