

APPLIED  
PSYCHOLOGY  
+  
ENERGY  
MANAGEMENT  
=

**STRIDE**

Real energy savings through people



IMPROVING ENVIRONMENTAL PERFORMANCE THROUGH BEHAVIOUR CHANGE

## Why behaviour change?

To date, continual improvement in energy performance has relied heavily on technical measures. It is now widely acknowledged that these measures alone are not leading to the predicted savings. A fundamental reason for this lies with the people in organisations not fully using or accepting technology.

***Employee behaviour change and engagement, together with these technical measures, are needed in order to guarantee significant energy savings.***

In light of this, ISO 50001 – the global energy management system standard, strongly emphasises people-based solutions and includes a number of clauses dedicated to putting people at the heart of energy strategy.

Whilst some organisations recognise the need for behaviour change, often these home-grown programmes are ineffective as there is a weak (or non-existent) gap analysis resulting in inappropriate, off-the-shelf solutions guided by little or no in-house delivery expertise.

## How STRIDE can help

- STRIDE's unique approach combines best practice psychology with technical, data-driven energy management expertise to identify the most effective behavioural interventions for your organisation.
- STRIDE takes a different approach by combining the expertise of chartered psychologist **Dr Phillipa Coan** and energy management consultant **John Mulholland**.
- This collaboration results in the design and delivery of behaviour change programmes that are evidence-based, practical, compliant with ISO 50001 and tailored to your organisation.
- Our behaviour change programmes produce real energy savings whilst increasing employee engagement, saving you money and boosting your company reputation.

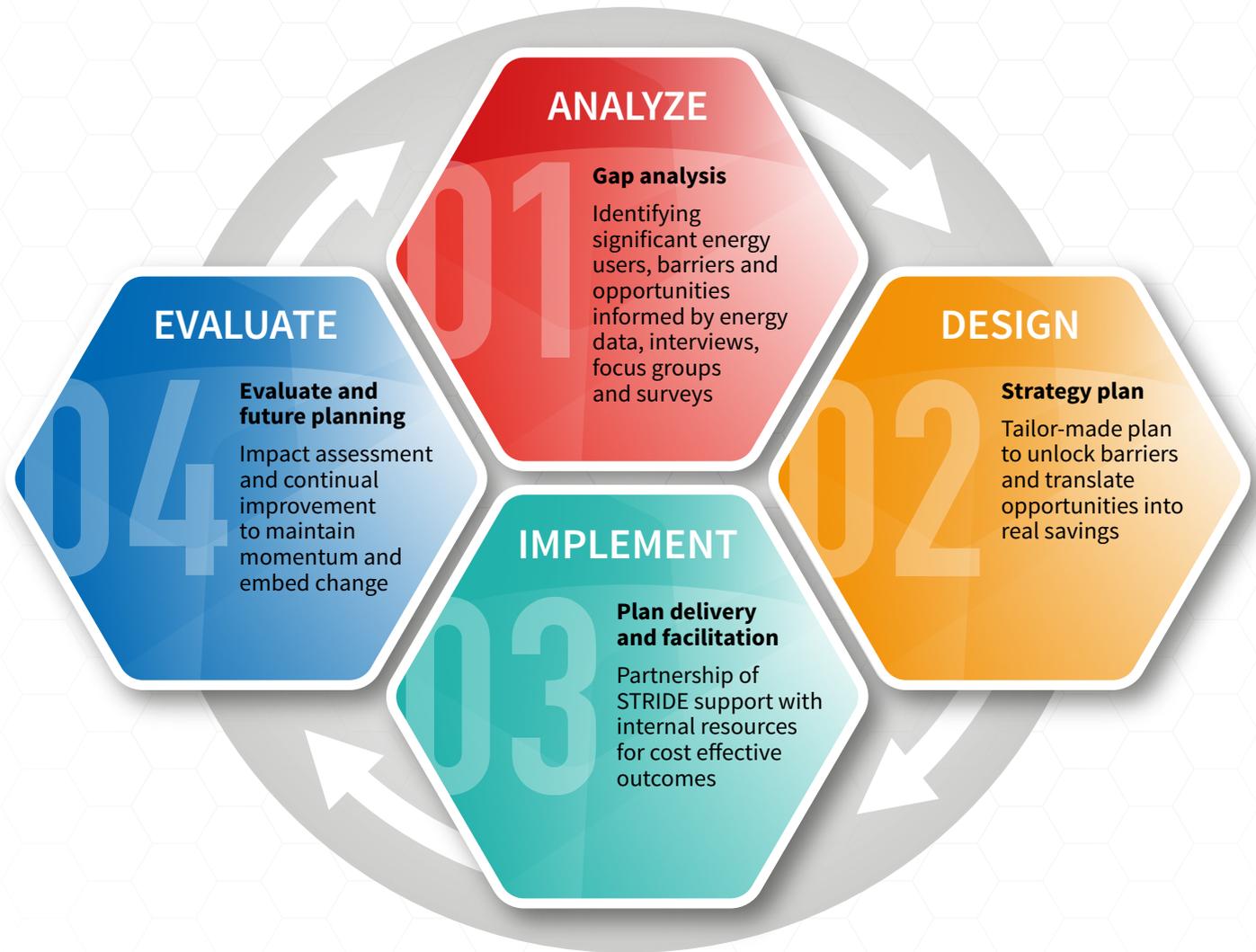
## STRIDE makes real energy savings through people



## STRIDE's approach

At STRIDE, we recognise every organisation is unique and has its own set of opportunities and barriers. We work in partnership with key stakeholders and employees to ensure solutions are bespoke and employee-led.

We follow a simple '4 STRIDES' framework:





Dr Phillipa Coan

**Dr Phillipa Coan** BSc MSc PhD CPsychol

- Phillipa is the founder of STRIDE, a consultancy that improves the environmental performance of organisations through employee behaviour change.
- Her doctoral research investigated how to accelerate environmental behaviour change by causing behavioural chain reactions across home and work.
- Both her research and consultancy work have won national awards and she is a frequent speaker at international conferences and industry events.
- Beyond the environmental domain, Phillipa is also an established consultant in broader assessment, development and organizational change.
- Phillipa is a Visiting Research Fellow at Leeds University Business School and a chartered member of the British Psychological Society’s Division of Occupational Psychology.



John Mulholland

**John Mulholland** BScTech (Hons) CEng CSci MIChemE MEI

- John is a chartered energy consultant with over 40 years experience in energy management and behaviour change.
- He has designed and delivered behavioural change and training programmes for large organisations in 15 countries over the last 30 years.
- John is a qualified ESOS Lead Assessor and is experienced in energy auditing and ISO 50001.
- He has been a judge on a number of UK energy awards and is a frequent speaker at UK conferences.
- John has worked in the chemical industry as a chartered chemical engineer to reduce energy consumption in process plants.

STRIDE has expertise in: Manufacturing / Commerce / Retail / Health / Higher Education / Local Authorities / Central Government / Oil & Gas / Third Sector



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