

Mitchells & Butlers plc

Sector: Hospitality: hotels, pubs, bars, restaurants

Requirements: Investigate the potential of energy savings through behaviour change while maintaining guest satisfaction

Services provided: Initial R&D, M&V plan, workshops, training, behaviour change campaign and analysis.

Provider: Mitchells & Butlers plc.

Achievements: **20% energy reductions, savings of £10M**

Opportunity: Detailed planned approach to optimise energy use through multiple small interventions



Transferable Principles

- Strong communication supported by data
- Long term training programme
- Ownership by Energy Champions
- An engaging programme of interventions

Critical Success Factors

- Initial assessments of people, practices and culture to identify optimum approach

[CLICK HERE](#) for the full case study