

CASE STUDY

Energy Fact Sheet production (Plastics, rubber and ceramics)

The task

Companies wanting to start to reduce their energy costs need guidance on the major areas of energy use and the relative priorities for their efforts. The majority of information available is highly complex and companies need concise information for the decision making process.

Tangram was commissioned by Action Energy to produce short guides to energy efficiency in the 3 sectors to enable managers to rapidly assess the priorities for work.

What we did

Tangram accepted that managers and decision makers have a limited attention span for the topic of energy efficiency and that it is often seen as a peripheral activity. Tangram therefore generated Fact Sheets that were limited to a single page of A4.

Tangram designed and wrote the Fact Sheets to be read quickly in less than 10 minutes by busy managers.

Tangram designed and wrote the Fact Sheets to have an emphasis on taking simple and rapid action. Each Fact Sheet contains simple 'Tips' for action to reduce the cost of energy.

Tangram designed and wrote the Fact Sheets to be copied and widely distributed throughout the organisation to provide a common information source in the company.

Tangram designed and wrote the Fact Sheets to signpost further resources available from Action Energy.

Tangram arranged for publication of the Fact Sheets in the appropriate journal for dissemination to the largest audience greatest possible.

The benefits

- The basics of energy efficiency for each sector are contained in 8 single page A4 Fact Sheets.
- Managers and decision makers can easily and quickly scan the Fact Sheets for simple hints and tips to reduce energy costs.
- Managers can use the Fact Sheets to provide a common language throughout the company.
- Managers can use the Fact Sheets as a prompt for action within the company.
- Managers can use the Fact Sheets to obtain further information and use this to generate further cost savings.

More details?

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