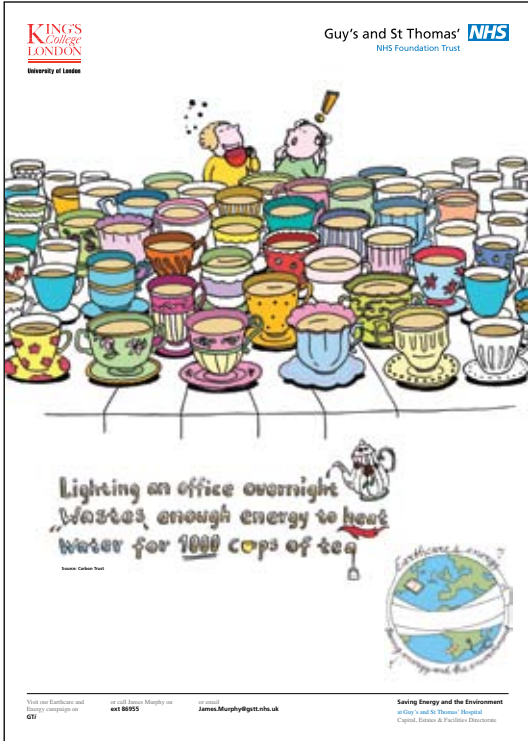


**Guy's and St Thomas' NHS Foundation Trust**  
 How to save £500,000 with no cost & low cost measures

With 9,000 staff spread across the 2 sites it's no wonder that the annual energy bill was £10.32 million. More importantly it was rising sharply as fuel prices increased by double digit percentages.

Our aim is to reduce our impact on the environment by reducing our ENERGY and WATER COSTS by £150,000 per year



## Experience Nottinghamshire

Lots of disparate offers and no unifying identity

### Background

Guy's and St Thomas' NHS Foundation Trust is made up of two of London's most well known teaching hospitals. The hospitals have a long history, dating back almost 900 years, and have been at the forefront of medical innovation and progress since they were founded. Both hospitals have built on these traditions and continue to have a reputation for excellence and innovation.

Long before Guy's and St Thomas' were brought together as a single NHS Hospital Trust in April 1993, the two hospitals had shared centuries of working together.

The scale of the 2 sites is something to behold and to this day new recruits can still be lost for days in the myriad of corridors.

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### Strategy, target and objectives

The aim was to reduce energy costs £150,000 per year for 3 years and to reduce carbon emissions by 10% by 2011. This was to be achieved with no-cost measures which could be taken by all staff.

From the beginning, the campaign has had top level commitment, which is vital for it's success.

A staff survey was issued at the beginning to measure awareness, motivation and the attitudes of staff members. One of the key findings was that staff didn't distinguish energy efficiency as a single subject but rather an area within broader environmental issues.

It also became clear that everyone was highly motivated to do something positive to improve the environment. But at the same time they felt powerless – their tiny contribution could not possibly make an impact on such a big problem.

To put the problem into context – cumulative emissions from fossil fuel use since 1975 have almost certainly exceeded the combined total since the birth of human civilization as we know it (ie since 8-10,000 BC).

### Overall Concept

The survey results led us to the Earthcare & Energy campaign – as opposed to merely an energy saving campaign.

The tone was also important to get right. Waving the big corporate finger at people would have the opposite effect. At any rate we knew people were highly motivated about environmental issues so we needed a way to harness that.

We wanted to use that high level of motivation to convince people that their actions could make a difference. So some great statistics were unearthed from the Carbon Trust and these were brought to life with engaging illustrations.

The campaign was launched with a small booklet which would fit into staff pay packets. Posters were also used around the Trust.

An important part of the campaign are the voluntary Local Energy Representatives (LER's) who help spread the message of the campaign to every member of the Trust's – staff, patients and visitors. The LER's helped with the launch but just as important were instrumental in keeping the momentum going.

On the campaign's first anniversary in March 2008, there was a roadshow organised across both sites. Representatives gave out goodies and there was an update of information passed on to the staff.

Coming into the campaign now are 12 more LER's and a training package for all new people joining the Trust. The savings will be highlighted to them as well as an overview of what's going on.

### Results

After 1 year a saving of almost £500,000 was made against the original target of £150,000. Or put another way enough energy was saved to power all the houses in Basingstoke for a day.

But just as important the campaign has maintained it's momentum.

### What did the client say about it?

“The board of Guy's & St. Thomas' were very impressed”

### Awards

**Fresh award for best use of illustration**  
Gold

