

A man in a brown shirt and blue jeans stands in front of a whiteboard, holding a tablet and gesturing with his right hand. He is addressing a group of people seated in a modern office with large windows and a brick wall. The scene is overlaid with a dark blue diagonal graphic on the left and a yellow diagonal graphic on the bottom right.

MASTERKANOPY

BEHAVIOUR-LED EFFICIENCY PROGRAMS

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OVERVIEW

Behaviour-Led Efficiency Programs turn everyday workplace habits into measurable energy savings. We combine behavioural audits, targeted engagement campaigns, and culture-driven ownership structures to close the gap between what your systems are capable of and how your people actually operate them. Every intervention is tracked against leading indicators like engagement and response, and lagging indicators like consumption reduction, so the impact of behaviour change shows up on the energy bill, not just in a training log.

HOW IT BENEFITS YOU

- **Achieve up to 20% reduction:** verified against baseline consumption
- **Full visibility into savings** lost to everyday habits, not just equipment
- **Achieve sustained results** for an improved efficiency culture
- Efficiency gains delivered with **little to no capital investment** required

SERVICE PROCEDURE

1. BASELINE & BEHAVIOURAL AUDIT

- On-site observation of energy-related habits and workflows
- Staff surveys and interviews across departments
- Consumption data mapped against occupancy and shift patterns
- Waste hotspots identified and ranked by savings potential

2. ENGAGEMENT & CULTURE DESIGN

- Energy champions identified across teams
- Nudge interventions designed for high-impact behaviours
- Incentive and recognition structures built around KPIs
- Communication campaign tailored to your workforce

3. ROLLOUT & INTERVENTION

- Facilities wide/ department wise training workshops to spot waste
- Champion training and toolkit handover
- Nudges and campaigns deployed facility-wide
- Real-time feedback loops established with staff

4. MONITORING & EMBEDDING

- Consumption tracked against baseline
- Habit retention checked via re-audits and surveys
- Ownership handed fully to internal teams

Note: This is a general representation of our process. Actual steps and sequencing may be adapted to suit your organisation's specific needs. The phases above are indicative of our typical approach and may be adjusted based on your company's size, complexity, and individual requirements.

TIMELINE: 9-10 WEEKS*

Stage/Phase	Time*
Baseline & Behavioural Audit	1-2 weeks
Engagement & Culture Design	2 weeks
Rollout & Intervention	4-6 weeks
Monitoring & Embedding	Ongoing

*Timeline may vary based on company size, number of facilities, data availability or any other unforeseen circumstances

DELIVERABLES

-  Baseline behavioural audit report
-  Engagement and nudge campaign toolkit
-  Trained network of energy champions
-  KPI's (leading and lagging indicators)
-  Savings verification report

WHO THIS SERVICE IS FOR?

This service is for companies in the following sectors:

- Hospitality & Hotels
- Government & Public Sector
- Manufacturing
- Real Estate & Facilities Management
- Transport (Airports & Railway Stations)
- Education (schools/universities)
- Healthcare
- Retail
- Logistics & Warehousing
- Data Centres

OTHER SERVICES THAT MAY BENEFIT YOU

- ▲ **ENERGY EFFICIENCY AND OPERATIONAL AUDITS**
Comprehensive facility and process assessments
- ▲ **ENERGY AND ESG INTELLIGENCE DASHBOARDS**
Customised & built around your KPIs, turning data into decisions
- ▲ **ENERGY & SUSTAINABILITY ADVISORY WORKSHOPS**
Immersive sustainability consulting led programs that equip your teams with the knowledge and skills to drive lasting change

THE MASTERKANOPY TEAM



RAHIL VERMA
FOUNDER AND CEO

Rahil is an Energy and Sustainability Consultant with international experience across four continents, specializing in energy efficiency and Net-Zero strategy **with a strong focus on behavior-driven performance**. He delivers measurable savings by pairing technical analysis with workforce engagement and organizational behavior insight.



JINAL ZAVERI
SUSTAINABILITY CONSULTANT

Jinal Zaveri is an award-winning sustainability consultant at Masterkanopy, based in Dubai, specializing in GHG accounting, UAE Climate Law compliance, and ESG reporting. She holds an MSc in Sustainability, Entrepreneurship and Design (First Class, Brunel University, UK) and previously worked as a Sustainability Officer at Aston Group in London, where she delivered a 33.29% reduction in emissions against a 20% target.

MASTERKANOPY

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