

UNIVERSIDAD ESAN



Advisory Report for Butagaz on Energy Sobriety:  
*What solutions can we offer to change the consumer habits regarding energy consumption on a more sober and long lasting way?*

**In collaboration with:**



MSc in Global & Sustainable Business  
EDHEC Business School – Lille, France

**Research project presented in partial satisfaction of the requirements to obtain the degree of Magíster en Administración by:**

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**Master Program at ESAN: Magíster en Administración – TP 64**

Lima, October 20<sup>th</sup>, 2020

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## Executive summary

Degree: Magíster en Administración

Thesis title: Advisory Report for Butagaz on Energy Sobriety: What solutions can we offer to change the consumer habits regarding energy consumption on a more sober and long lasting way?

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### Summary:

Butagaz, a leading energy supplier in France, as sponsor of the EDHEC's MSc in Global & Sustainable Business, selected us to perform a consultant-like role in terms of Energy Sobriety, an important pillar Butagaz is working on and it is aligned with its Sustainability Policy and Strategy, then the major focus of the current research would be to provide Butagaz suitable solutions to change the consumer habits regarding energy consumption on a more sober and long lasting way.

For this purpose, we have set a list of activities/objectives as follows:

- Spot impacting solutions promoted by energy companies or any other industry influencing consumers to be more Energy sober.
- Identify solutions not yet promoted by French Energy retailers.
- Tailor the most value-adding for Butagaz' consumers.

Based on this background, it is key to remark that energy overconsumption and waste are stringent concerns on a triple bottom approach due to its transversal negative impact on economy, society and environment.

Therefore, aligned with major changes in the energy-related system, following the Sustainable Development Goals (SDGs) outlines and the Paris Agreement and sociocultural-driven updates on the demand side, major players in the energy field like Butagaz are leading the initiatives towards changing of energy matrix, energy efficiency and energy sobriety.

Naturally, the scope of research for those three pillars is too broad to be covered in a single advisory report, so we will support Butagaz efforts on the Energy Sobriety pillar by enlarging the body of knowledge on this essential topic, which would become a major enabler to achieve the outcomes that France has set in an energy scenario until 2050.

Sobriety in energy consumption is tightly related with the concept of sustainability as it focuses on meeting the (energy-related) needs of the present without compromising the ability of future generations to meet their needs.

Moreover, by being energy sober, people are conscious about the environmental limits of the planet and rearrange its lifestyles and consumption behavior/patterns to more frugal ones, without sacrificing their wellbeing.

From the available ways to promote consumer behavior change, it seems that planned behavior theories are more natural and respectful to people's freedom to choose, while at the same time produce long-lasting results. Some initiatives on this domain are outlined in this research (mainly relying on IT tools, social media, and competition-focused, finally, concrete advice for Butagaz further implementation is described in the coming sections, by leveraging existing assets such as Butagaz' community on Facebook, a well-known brand and knowledge to be shared on a coach-like basis in terms of energy sobriety.

Summary arranged by the author.