

WCA TIER ASSESSMENT

TIER 1

TIER 2

TIER 3

TIER 4

Program Management								
1. PLANNING		Conduct WCA planning with WCA Contact and Facilities dept		Get sign off from all stakeholders on WCA Plan (including Communications)		Engage Conservation Governance Committee (senior managers of the stakeholders, including HR) in planning		Present to Executive for feedback on WCA Program
2. PARTNERSHIPS		Develop partnerships to deliver program		Engage at least one Executive Champion who is active and visible		Establish program personnel and budget		Incorporate energy conservation goals into 3 department's business plans
3. REPORTING		Report quarterly on campaign results to Green Champions		Report quarterly on estimated energy savings to Green Champions and Executive Champion		Report quarterly on energy savings to Champions and Conservation Governance Committee		Make energy savings publicly available
4. AWARENESS		Demonstrate that 33% of the target audience is aware of the conservation campaigns (aided recall)		Demonstrate that 50% of the target audience is aware of the conservation brand (aided recall)		Demonstrate that 33% of all people at the organization are aware of the conservation brand (aided recall)		Demonstrate that 50% of all people at the organization are aware of the organization's energy conservation achievements (aided recall)
Engagement								
5. TARGET AUDIENCE		Identify and prioritize target audiences and include at least 25% of organization (by energy-use or people) in WCA		Include at least 50% of organization in WCA Plan		Ensure at least 75% of employees and/or sites are included in energy conservation		Ensure everyone and all departments are involved in energy conservation
6. CHAMPIONS		Establish a Green Champions network that meets 4 times per year		Develop formal guidelines for Green Champions		Develop policies to support employee efforts on energy conservation		Include conservation responsibilities in job descriptions in non-energy related positions
7. RECOGNITION		Communicate Green Champions' work and achievements to the organization		Communicate achievements to Green Champions' managers at least twice per year		Establish formal recognition (awards) for employee conservation efforts		Earn external sustainability award for employee engagement initiatives
Strategies								
8. CAMPAIGNS		Develop a calendar of conservation campaigns		Develop campaign toolkits, if applicable, and integrate lessons learned		Translate campaign actions into policies, training and standard operating practices		Develop/test new conservation campaign approaches and opportunities
9. RESULTS		Establish baselines for campaign targets + establish method for determining energy savings		Track campaign results		Demonstrate measurable energy savings from campaigns		Decrease energy use by at least 2% from behaviour changes
10. COMMUNICATIONS		Create campaign communication materials		Establish program branding for conservation		Develop a communications strategy to make everyone aware of WCA results		Publish article on conservation successes in external publication
11. FRESH IDEAS		Attend WCA workshops & connect with sector conservation groups (if applicable)		Solicit employee conservation ideas & best practice ideas		Establish resources to evaluate, prioritize and implement employee and best practice ideas		Present case studies of energy savings from employee engagement efforts to WCA network



11. FRESH IDEAS

GOAL

Solicit new ideas from your own employees, others organizations involved in employee engagement, those in your sector implementing conservation initiatives and sector best practices to identify opportunities to advance conservation efforts within your organization.

TIER 2

11. FRESH IDEAS

Solicit employee conservation ideas & best practice ideas

WCA REQUIREMENT

1. Explain how you have provided employees with an opportunity to suggest conservation ideas. This can include surveys, contests, suggestion boxes (on-line websites/emails/discussions or physical boxes), focus groups, Eco-Fair booths, conservation commitments or other means.
2. Track and report on of the number of employee ideas submitted.

It is good practice to thank each employee for their suggestion and inform them of the next steps that will be taken in responding to their ideas.

APPENDIX 2

MODEL CONSENT FORM

PROGRAM NAME: WORKPLACE CONSERVATION AWARENESS PROGRAM

PHOTOGRAPHER'S NAME: TBD

CONSENT TO COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

(print name)

Consent to the collection, use and disclosure by British Columbia Hydro and Power Authority ("BC Hydro") of my photograph and/or my personal information, described below, for purposes of publicizing and promoting the Workplace Conservation Awareness Program ("the Initiative"), and my participation in the Initiative, including: advertisements and notices to be published in newspapers, magazines, or other media; newsletters, reports, publications or websites; industry newsletters; and similar publications and media; intended for both internal (BC Hydro) and external (public) audiences, including both inside and outside Canada.

FOR THE PURPOSES ABOVE:

1. "my photograph" includes and photograph(s) that I have provided to BC Hydro in connection with my application for and/or participation in the Initiative, and any other photographs or other images of myself (including any likeness or image in still, digital, videotape or other format, and whether I appear alone or together with one or more other persons), that BC Hydro (or others on behalf of BC Hydro) may have taken, made or recorded in connection with my participation in the Initiative; and
2. "my personal information" includes my name and any comments or opinions that I have provided in relation to the Program or other Power Smart programs.

I understand that this information will be used only for the purposes described above, and that any other use will be subject to my further consent.

(signature)

(date)

BC Hydro is collecting this personal information in furtherance of its conservation mandate under the Utilities Commission Act. Any personal information you provide to BC Hydro will be handled in accordance to the (BC) Freedom of Information and Protection of Privacy Act. If you have any questions about how BC Hydro collects, uses or discloses your personal information, you may contact Jennifer Shum, Marketing Product Development Specialist, BC Hydro at (604) 453 4414.