

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



2. PARTNERSHIPS

GOAL

Develop partnerships with key stakeholders across the organization who can help deliver key aspects of the employee engagement program

Participation of many groups across the organization will be needed to grow employee engagement and ultimately achieve WCA goals. The following document looks at ways to effectively engage key departments to help drive and achieve employee engagement goals by identifying common areas of interest, and leveraging their sphere of influence. Doing so can increase employee awareness, action and achievements on energy savings, as well as ensure on-going personnel and budget are allocated to delivering the program.

TIER 1

2. PARTNERSHIPS

Develop partnerships to achieve employee engagement goals

WCA REQUIREMENT

- Identify potential partners where goals align and develop relationships to help implement campaigns, empower employees and advance conservation leadership within the organization.
- Document agreements with at least three partners identifying how they will help with implementing the WCA Plan.

POTENTIAL PARTNERS	OPPORTUNITIES
Health & Wellness group	<ul style="list-style-type: none"> • Joint promotions on sustainability and health benefits of taking the stairs instead of the elevators, using natural ventilation, green labs • Access to natural light and ventilation and employee well-being
Safety groups	<ul style="list-style-type: none"> • Use of personal space heaters, models and protocols • Lighting – dark buildings strategies
Human Resources	<ul style="list-style-type: none"> • Tracking volunteer work and employee engagement • Developing core competencies through Green Champion experience • Change management expertise • Employee attraction and retention strategies (sustainability, volunteering, engagement) • Training opportunities – integrating sustainability goals, protocols and opportunities into training agendas • Decreased absenteeism due to increased employee engagement, satisfaction
Sustainability Office	<ul style="list-style-type: none"> • Content for energy management in the sustainability agenda • Contribution to Carbon Neutral, Climate Change & Adaptation, environmental agendas
Teachers/ Students	<ul style="list-style-type: none"> • Experiential learning – developing work competencies through Student Ambassador role or directed studies • Link with conservation curriculum • Student studies for campaigns, best practices research, campaign tracking • Sustainability clubs, Engineers without Borders, science groups

Security	<ul style="list-style-type: none"> • Assistance with campaign tracking for after-hours audits • Policies and permission for turning off and locking up computers before leaving
Communications	<ul style="list-style-type: none"> • Story and content generation, and fun that can lead to meaningful engagement opportunities for employees, tenants, students, customers • Reputational value of sustainability leadership • Help writing stories, distributing messages and formatting content for specific channels of communications
Facilities/Site managers	<ul style="list-style-type: none"> • Occupant knowledge and training on building systems and how to optimize comfort and energy
Tenants	<ul style="list-style-type: none"> • Alignment with their own organizations' sustainability objectives • Opportunity for feedback to property managers • Tenant engagement and satisfaction – networking, fun, informative • Information on building systems, upgrades and sustainability features
IT Services	<ul style="list-style-type: none"> • Information on energy management models and settings • Electronic file management –purging files, storage protocols, hyperlinks versus attachments • Power management protocols – shutting down, hibernation settings, laptop eligibility • Printer energy management settings and protocols • Printer consolidation
Housekeeping/Janitorial	<ul style="list-style-type: none"> • Provide change management for changes in janitorial routines that save energy, such as moving to daytime cleaning, team cleaning, cleaning in zones, all that can result in fewer lights being turned on during cleaning • New policies for turning off all lights in areas when they are not occupied (like stairwells and parking lots) or after hours • HVAC settings – dressing for energy efficient set points • Laundry protocols – reducing/combining loads, cold water usage
Finance	<ul style="list-style-type: none"> • Integrate sustainability clause to business case requirements • Demonstrate financial savings associated with energy savings