

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



7. RECOGNITION

GOAL

Employee conservation achievements are formally acknowledged and recognized, both internally and externally.



7. RECOGNITION

Communicate Green Champions, work and achievements to the organization

WCA Requirement

Highlight Green Champions, work and achievements to the organization through the most effective communication method, including:

- i. An article in an internal publication(s) to reach all people at the organization including employees, students, tenants
- ii. Email blast
- iii. Posters in common areas that reach everyone
- iv. Presentations at key meetings

Key messages should highlight the action promoted/changed, the successes to date, the energy and money saved as a result of the campaign and reinforce the importance to organizational goals and objectives.