

# WCA TIER ASSESSMENT

TIER 1

TIER 2

TIER 3

TIER 4

Program Management								
<b>1. PLANNING</b>		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
<b>2. PARTNERSHIPS</b>		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
<b>3. REPORTING</b>		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
<b>4. AWARENESS</b>		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								
<b>5. TARGET AUDIENCE</b>		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
<b>6. CHAMPIONS</b>		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
<b>7. RECOGNITION</b>		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								
<b>8. CAMPAIGNS</b>		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
<b>9. RESULTS</b>		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
<b>10. COMMUNICATIONS</b>		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
<b>11. FRESH IDEAS</b>		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



# 3. REPORTING

## GOAL

Communicate the results and achievements of employee conservation initiatives to participants, and inspire others to join.

# TIER 2

## 3. REPORTING

Report estimated energy savings to Green Champions and Executive Champions on a quarterly basis

### WCA REQUIREMENT

1. Provide quarterly communications sent to Green Champions & Executive Champion on behaviour changes and estimated energy savings
2. Provide methodology for estimated energy savings

### REPORTING TIPS

- Feedback is communicated to Executive Champions in a timely manner
- Include photos and quotes, and ask Executive Champions to cascade the results as widely as possible
- Prepare a Power Point slide that can be used in presentations