

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



5. TARGET AUDIENCE

GOAL Prioritize and expand target audience to eventually engage everyone in the organization to drive and achieve conservation results.

BC Hydro (WCA Program) Provides:

- Electronic survey platform and link
- Automated collection of data

Customer is responsible for (with help of WCA consultant):

1. Survey design
2. Distribution and promotion of survey with target audience
3. Return of significantly significant number of responses
4. Results showing required campaign awareness for relevant tier

*Measuring awareness might be very closely tied to the way you are measuring your campaigns. Reference the Targets Resource to make sure your efforts are integrated and coordinated.

TIER 4

5. TARGET AUDIENCE

Ensure everyone and all departments are involved in energy conservation initiatives

WCA REQUIREMENT

Campaigns target 100% of people and all departments in the organization.

CONSIDERATIONS FOR TARGET AUDIENCES

- Multiple campaigns are required with customized actions for energy conservation.
- Expansion of the target audience can be achieved through implementing campaigns with a broader reach, running multiple campaigns with different target audiences, and specific behaviours for each audience.
- Campaigns need to be tailored to each target audience - What's in it for them, why it's relevant, what their motivations and barriers are for a conducting specific conservation behaviour.
- Continue discussions with existing target audiences to determine successes and areas of improvement from past campaigns to integrate into future campaigns.
- It is important to have discussions with the new target audience to determine their motivations and barriers with regards to taking conservation action. This can be done through the WCA planning sessions, Green Champions network, focus groups and questionnaires.
- Determine the channels of communication that are the most effective for the target audience to deliver conservation messaging.
- Secure the support of the leaders of the target audiences --- senior management and the direct reports. Ensure their needs are met when delivering the campaign.
- At Tier 4, Executive Champions should be at very senior levels, as conservation initiatives involve the entire organization.