



Employee Awareness Compressed Air Aware Campaign Toolkit

June 2020

This Toolkit will help you execute an internal employee campaign to influence and adjust compressed air usage behaviour to reduce energy costs. Understandably, inspiring a shift in culture and behaviour can be one of the biggest challenges in optimising your system. That's where this campaign toolkit can help.

It includes a guide to make campaign development easy, as well as all materials you need to reduce administrative work and promote the campaign to influence your desired behavior. This includes email templates, recruitment cards, and inspiration for collateral and contesting incentives.

In addition to reducing energy consumption, the campaign is also an interactive way to engage employees, boost morale and demonstrate your company's commitment to reducing its environmental impact to staff, customers and beyond.

Please note, this is not a technical manual or guide on compressed air best practices.

- **Step 1:** Set up your campaign team
- **Step 2:** Investigate your compressed air savings opportunity
- **Step 3:** Select the behaviour
- **Step 4:** Determine strategy and success
- **Step 5:** Finalise your campaign plan
- **Step 6:** Implement your plan
- **Step 7:** Evaluate, recognize and celebrate

Why host a compressed air aware campaign?

For most sectors, compressed air is among the largest consumers of energy in the industrial space and can have a payback of well under a year. This guide focuses on stopping air leaks and eliminating compressed air mis-use for its examples, as demand-side should always be addressed before beginning to optimise supply.

- **Compressed air misuse:** Statistically, less than 10% of the original energy used to produce compressed air is actually converted into useful work by the end use application.
- **Compressed air leaks:** The average facility wastes 20–30% of the compressed air generated to system leaks . Leak management programs that include detection and repair can reduce these numbers to less than 10%.

Fig 1. Annual cost of compressed air leaks

Leak size	Total cost per month	Total cost per year
1/32"	\$ 13	\$ 155
1/16"	\$ 52	\$ 628
1/8"	\$ 209	\$ 2,512
1/4"	\$ 837	\$ 10,049
3/8"	\$ 1,884	\$ 22,610

Based on 100 psig, 6,000 annual operating hours, blended electricity rate of \$0.08kWh and compressed air generation requirement of approximately 33kW/100 cfm.

NRCAN (2016), Proven Energy Efficiency measures: nrcan.gc.ca/energy/products/reference/15122

NRCAN (2016), Uses and Misuses of Compressed Air: nrcan.gc.ca/energy/products/reference/15114

Included in the kit

- Campaign team recruitment templates
- Campaign identifiers
- Promotional e-mail template
- Employee survey brief template
- Posters and awareness board ideas
- Link to employee quiz cards by Northwest Energy Efficiency Alliance (see pages 29–54 for compressed air specific content)
- Thank you e-mail and thank you card

How to use the kit

Simply follow the steps listed below, adapting or selecting the resources that fit the specific needs of your facility, corporate culture and intended audience. Your key account manager or regional energy manager are great resources during implementation of the campaign.

Step 1: Set up your campaign team

A. GET BUY IN FROM SENIOR MANAGEMENT

Speak first with your manager/director regarding the campaign that you will be initiating to “champion” your campaign, giving a high profile to your company’s commitment to reducing energy use. Consider framing the campaign as the first step towards creating a live, transparent visualisation of the compressed air operations within the facility, and the impact that that could have on day-to-day operations and the bottom line.

B. SELECT YOUR TEAM

Next, connect with 3–10 key employees to join your campaign team. Consider leveraging members from your existing Energy Team if you already have one, and using this as an opportunity to involve new members from throughout the organization. Consider members from the plant, purchasing, communications and HR in order to leverage their unique skills and perspective on how to best engage others in your cause.

During recruitment, explain the campaign you’ll be running and why you want them involved. For those with easy access to e-mail, we’ve provided a **sample recruitment email**. For plant workers where engagement via e-mail may be a challenge, we have **recruitment cards** to leave in a locker, or as a takeaway piece following a face-to-face.

TIP FOR SUCCESS

Campaign team Identifiers

Consider giving your campaign team a visual identifier, like t-shirts, hats or badges they can wear come campaign period, so that staff know who they can talk to for questions.

Step 2: Investigate your compressed air savings opportunity

Now it’s time to investigate your compressed air savings opportunities on the behavioural side, by engaging with the people that use the system every day. We’ve created a **survey brief template** in the campaign kit resources to help get you started.

A. CONDUCT A FACILITY-WIDE SURVEY

Incentivise a plant-wide survey in order to:

- Gauge current awareness on the true cost of compressed air, and process for reporting leaks
- Better understand how compressed air is used day-to-day
- Identify barriers to eliminating misuse of compressed air
- Develop a baseline to evaluate the success of the campaign
- Illustrate the need for the campaign to senior management

B. SOURCE IDEAS FROM YOUR CAMPAIGN TEAM

Call a meeting with your confirmed campaign team to:

- Go over the real costs of compressed air and the impact of our behaviour on overall cost and operating performance
- Review findings from the survey, identifying high priority knowledge gaps
- Discuss options to provide suitable alternatives, introduce education and training, and possibly eliminate compressed air access
- Answer questions on time commitments and responsibilities of the team

TIP FOR SUCCESS

Make a compressed air asbuilt

Consider creating a descriptive representation of the facility’s compressed air system. This can be done by an existing qualified employee, contractor or co-op. This will help guide future conversations with your campaign team, and best identify potential solutions.

Step 3: Select the behaviour

Now that you’ve identified potential saving opportunities with your campaign team through team discussion and surveying, it’s time to use your learnings to select a campaign behaviour. Focusing on a specific behaviour is critical to a successful outcome. Behaviour targets may be company-wide, but often require segmentation by department or functional teams. Survey findings will provide a good starting list to rank and prioritise with your campaign team.

Step 4: Determine strategy and success

STRATEGY

Below is a sample strategy you can use as a starting point to plan, customize and execute your campaign.

	Description
Host a campaign launch event	Announce the start of the campaign with a launch event. For synergies, consider tying in to an existing meeting or corporate event. Use the opportunity to communicate findings from your survey and announce your campaign contest. It never hurts to provide snacks and prizes to help peak your audience's interest. If a group meeting is not an option, consider launching with a site demo (below) or e-meeting.
Leak tag system	Implement a system to identify leaks, and launch an air leak treasure hunt using an ultrasonic leak detector. Tag and geo-locate them with app integration that inputs data into a spreadsheet to facilitate work orders. Make it into a friendly competition to see which shift can find the most savings.
Site demos	Use your campaign team to conduct site tours around the plant during campaign period to educate on the true cost of compressed air. Integrate an interactive compressed air demonstration using a compressed air bike pump to help illustrate and engage.
Meeting talk cards, campaign updates	Include campaign updates in usual company team meetings, providing Employee Quiz Cards (Talk Cards) to test employee knowledge on tips and best practices. A link to Northwest Energy Efficiency Alliance's Talk Cards are available in the campaign kit resources. Refer to page 29–54 for compressed air specific quiz questions.
Energy savings board	Use a creative display (large poster or bulletin board, for example) in a high traffic area to visually track site or company-wide energy savings and/or campaign progress. View a few examples of creative energy tracking boards in the campaign kit resources and find a design that works for your audience, culture and objective.
Posters	Place posters in prominent locations to act as a reminder on the cost of compressed air, and the action required to reduce these costs. View sample posters in the campaign kit resources.
Team identifiers	Branded t-shirts, badges or hats can be a great way to identify your campaign team on the floor.
Campaign swag	Campaign stickers, tumblers, belt buckles and mugs are all great ways to reward campaign ambassadors and amplify your message. It's recommended to hand these out sparingly to preserve the perceived value.
Run a contest	Individual incentives: For each completion of your pre- and post-campaign survey, give out entries into a draw to win a \$50 gift card. Plant-wide incentives: Set group-targets for leak identification by number of leaks tagged, or number of completed work orders. If your facility hits the requested target, reward with a company-wide pizza lunch.
Newsletter, e-mail	Where staff are reachable by e-mail, this is an efficient way to spread the word about the campaign and encourage participation. Leverage campaign members who can help you save time by integrating into existing employee newsletters or corporate e-blasts. Sample campaign launch templates are available in the campaign kit resources.

SUCCESS METRICS

When you have a clear goal or objective, it's easier to plan and measure success. In order to determine your campaign's success metrics, ask yourself and your campaign team:

- Why do you want to run the campaign?
- Based on your survey and employee discussions, what do you want to achieve with the campaign?
- How long do you want to run the campaign?
- What do your employees know about compressed air, its costs and best practices?

SAMPLE OBJECTIVES AND GOALS

- Create energy savings. Reduce total compressed air consumption by 15% within one month of the campaign period.
- Increase awareness. Educate employees about appropriate compressed air usage so they realise the difference they can make at work. Increase employee awareness on appropriate compressed air end uses by 10%.

Step 5: Finalise your campaign plan

Here's a sample Compressed Air Aware Campaign Plan:

	Description
Campaign Length	4 weeks
Objective	To create energy savings through awareness on how to appropriately use compressed air.
Goal	<ul style="list-style-type: none"> ○ Increase employee awareness of appropriate compressed air end-use by 10% ○ Create compressed air energy savings of 15% within one month of campaign period.
Audience	<p>Primary: Employees at the facility</p> <p>Secondary: customers, suppliers, local community</p>
Key Messages	<ul style="list-style-type: none"> ○ Energy is the most expensive part about owning a compressed air system. ○ Less than 10% of the original energy used to produce compressed air is actually converted into useful work by the end use application. ○ Compressed air for clean-up is wasted electricity. Use a broom. ○ Compressed air for cooling is wasted electricity. Use an electric fan. ○ Compressed air for drying is wasted electricity. Use a low pressure blower. ○ Compressed air for sparging, aspirating and atomising is wasted electricity. Use a low pressure blower. ○ Compressed air for idle or abandoned equipment is wasted electricity. Disconnect, or install an air-stop valve. ○ Compressed air for diaphragm pumps is wasted electricity. Use an electric pump. ○ Compressed air for mixing is wasted electricity. Use an electric mixer.
Campaign activities	<ol style="list-style-type: none"> 1. Campaign preparation Draft a compressed air asbuilt, survey staff and recruit the campaign team. 2. Kick-off meeting A short presentation will be made to employees to explain why the campaign is happening, to promote the campaign contest, and to ask that they spread the word. 3. Campaign promotion Posters will go up in each of the targeted spaces (eg. lunch rooms, office, locker rooms). Communications will go out around campaign updates and progress. 4. Celebration In the week following the campaign, results and estimated energy savings will be shared with all staff. Plan a small celebration with snacks and coffee to let colleagues know what they've accomplished and to highlight that those actions had high impact.

Sample Tasks and Timeline		
Due Date	Campaign Task	Task Status
July 1	Compressed air system asbuilt	
July 17	Assemble team	
Aug 7	Identify awareness baseline and opportunities	
Aug 28	Posters and prompts developed and shared	
Sept 1	Kick off event	
Sept 15	Mid-way progress communications	
Oct 1	Celebration and reporting back	

Step 6: Implement your plan

Run the campaign, following your campaign plan, making adjustments where necessary. It's recommended the campaign be 3–4 weeks long. Track employee actions, take photos of staff participating in your campaign, and ask participants for quotes that can be shared in communications materials (with participant permission).

Step 7: Evaluate, recognize and celebrate

EVALUATE

Conduct your end-of-campaign compressed air survey and determine what behaviour change took place. Check your energy cost and consumption for the month of the campaign and compare it to the same month of the previous year to track and communicate the impact of your campaign.

RECOGNIZE AND CELEBRATE

Organize a coffee and doughnuts celebration to recognize, reward and share the campaign results with staff. Announce the winner of the survey draw at the event and award them with their prize. Be sure to send a thank you note to your campaign team, employees, managers, and customers/contractors (if they took part), to share the campaign results. A **thank you e-mail** is available in the campaign kit resources.

REPEAT

Consider running your Compressed Air Aware campaign annually, or schedule another campaign focusing on different areas or equipment. Increasing employee awareness means continuing to engage them multiple times throughout the year.