

Computers Need Sleep Too Campaign Toolkit

This toolkit will help you develop and implement a Computers Need Sleep Too Campaign, which is a simple, low-cost approach to reducing energy consumption in your workplace. It's also a fun, interactive way for employees to engage in sustainable behaviours at work and demonstrates to employees and customers that you're committed to reducing your environmental impact.

BC Hydro and FortisBC developed this toolkit based on Social Marketing Principles¹. Its purpose is to provide a simple set of steps for running an effective campaign to get everyone to switch off computers when not in use.

Seven steps to run a successful campaign

- Step 1: Engage employees
- Step 2: Investigate and interview
- Step 3: Select the behaviour
- Step 4: Determine strategy and success
- Step 5: Finalize your campaign plan
- Step 6: Implement your plan
- Step 7: Evaluate, recognize and celebrate



Step 1: Engage employees

Speak first with your manager/director regarding the Computers Need Sleep Too Campaign that you will be initiating to get them onboard first. Next, invite 3-10 key employees to join the campaign team. Download a sample email from bchydro.com/computerkit.

Call a meeting to go over the details of the campaign and the importance of small actions in conserving energy on a daily basis. You can clarify that work routines will be minimally affected by participating and address any other concerns and questions that come up. Ensure the business owner or someone in leadership is part of the team in order to “champion” your campaign, giving a high profile to your company’s commitment to reducing energy use.



¹ <http://www.cbsm.com/public/world.lasso>

Step 2: Investigate and interview

Walk through the business/facility after peak hours, noting all the computers and monitors left on after staff have left for the day. You'll use this information as a baseline for comparison when you complete the campaign to determine if the campaign was effective. Download a computer tally sheet here bchydro.com/computerkit.

The following day, survey your coworkers to determine any barriers to changing behaviour. Why don't they turn off their monitors and/or computers at the end of the day?

Step 3: Select the behaviour

The walkthrough and conversations with staff will hopefully highlight why computers are commonly left on after hours. Focusing on a specific behaviour is critical to employees changing their behaviour.

Target action: Turn off monitors and computers before leaving at the end of the day.

Step 4: Determine strategy and success

Determine success metrics

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

- > What do you want to achieve with the campaign?
- > Why do you want to run the campaign?
- > How long do you want to run the campaign?
- > What do your employees know about energy efficiency? If applicable, conduct before and after surveys and measure the increase in awareness.
- > How much are you spending on energy each month/year? Visit bchydro.com/myhydro to check your energy cost and consumption.

Sample objective and goal:

- > Generate energy savings. Increase the number of staff computers and monitors being shut off at the end of the day by 20%.
- > Educate employees about energy efficiency so they realize the difference they can make at work. If applicable, conduct before and after surveys and measure the increase in awareness. Increase employee awareness of energy efficiency by 10%.

Strategy

1. Conduct audits during the campaign to reward and remind staff

Randomly select one day each week of the campaign to audit who has turned off their computer monitor. Reward those who are doing the behaviour with a chocolate and thank you card and remind those who have forgotten with a reminder card. Download the Audit Tally Sheet, at bchydro.com/computerkit.

At the end of the campaign, staff who received a chocolate and a thank you card during one of the audits will be entered to win a \$50 gift card. Make sure to save the receipt and submit to workplace.conservation@bchydro.com for reimbursement.



We're working together to help B.C. save energy.

2. Create Awareness

Use the following tools and tactics to promote your Computers Need Sleep Too Campaign.

- > **Word of mouth** – This is often the most effective method to raise awareness about the campaign.
- > **Posters** – Sometimes people simply forget to turn off monitors and computers. Place posters in prominent locations to act as reminders throughout your office. Download additional posters from bchydro.com/computerkit.
- > **Stickers** – Place reminder stickers at people's desks. Stickers are included in the toolkit box.
- > **Email** – This is an efficient way to reach your staff and spread the word about the campaign and encourage participation. You can also bring up the points in the email at a staff meeting. Download the sample email at bchydro.com/computerkit.

3. Run a Contest

- > Any staff member that submits an energy-saving tip to the campaign team will be entered to win a \$50 gift card. Make sure to save the receipt and submit to workplace.conservation@bchydro.com for reimbursement.

Step 5: Finalize your campaign plan

Here's a sample Computers Need Sleep Too Campaign Plan:

Campaign length: 3 weeks
Objective: Generate energy savings.
Goal: A 20% increase in staff computers and monitors being shut off at the end of the day.
Behaviour: Turn off computers and monitors at the end of the day.
Overview of campaign activities 1) Campaign promotion Email will be sent out to the staff at the office to raise awareness of the campaign. Display posters throughout the office and put stickers at people's desks. 2) Campaign tallies Tour the floor and leave thank you cards and a chocolate at each desk that has both the computer and monitor off. Distribute reminder cards to those who left their computer and/or monitor on. During the visit to each floor, count the number of computers left on after hours. The campaign tallies will happen on one designated day of the week for three weeks, which means there are three tally dates in total. 3) Contest A contest will encourage staff to get involved in the campaign by turning off their computers for a chance to win a \$50 gift card.

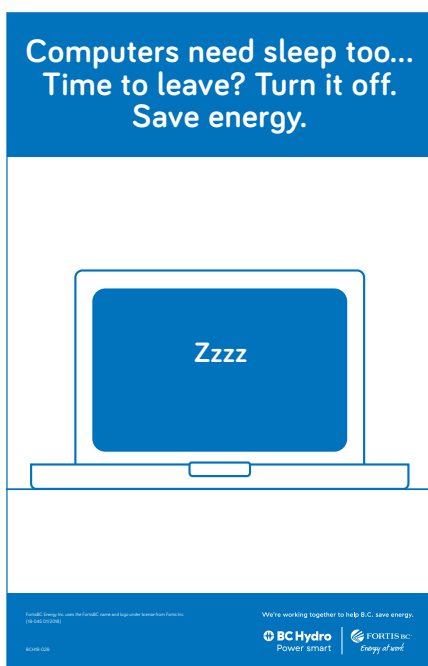
Tasks and Timeline	
Set up campaign team	Aug 15
Baseline campaign tally	Sept 2
Campaign promotion	Sept 9
Tally – week 1	Sept 16
Tally – week 2	Sept 23
Tally – week 3	Sept 30
Prize draw and celebration	Oct 7



We're working together to help B.C. save energy.

Step 6: Implement your plan

Run your campaign according to your campaign plan, making adjustments where necessary. Make note of staff actions through observation and takes photos of staff with the posters and prompts to share through communications materials. If necessary, get sign off permission for the photos, and also ask participants for quotes that can be shared.



Step 7: Evaluate, recognize and celebrate

Evaluate

Conduct your end-of-campaign tally and determine if you met your goal. Visit bchydro.com/myhydro and check your energy cost and consumption for the month of the campaign and compare it to the same month of the previous year.

Recognize and celebrate

Celebrate by thanking the office for participating in the campaign through an office-wide email. Announce the winner of the prize draw through email and award them with their gift card at the next company meeting (make sure to save the receipt and submit to workplace.conservation@bchydro.com for reimbursement). Make sure to include photos and quotes demonstrating senior management's support of the office's efforts in conserving energy in your communications.

Repeat

Consider running your Computers Need Sleep Too Campaign annually, or schedule another campaign focusing on different areas or equipment. Increasing staff awareness means continuing to engage them multiple times throughout the year. Below is a list of other potential opportunities for energy awareness campaigns:

- > Earth Day
- > Earth Hour
- > Seasonal shutdowns (spring, summer, and winter break)
- > Lights-Off Campaign
- > Turn Down the Heat Campaign
- > Personal Space Heater Campaign

