

Lights-Off Campaign toolkit

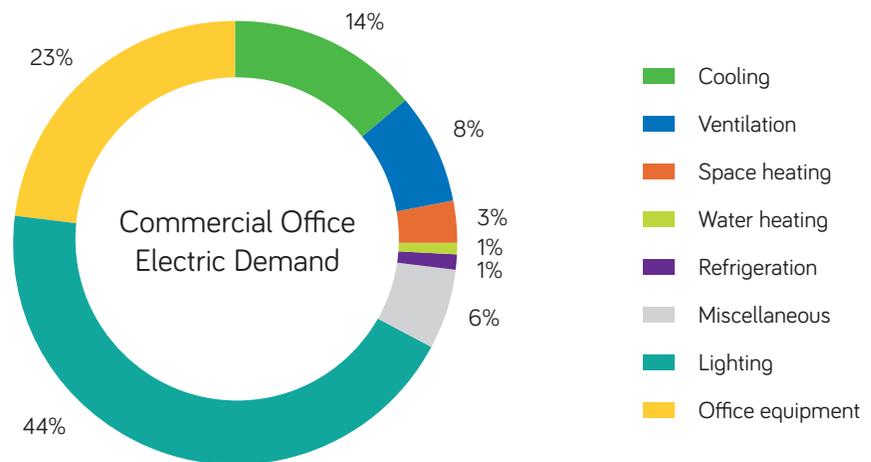


This toolkit will help you develop and implement a Lights-Off Campaign, which is a simple, low-cost approach to reducing energy consumption in your workplace. It's also a fun, interactive way for employees to engage in sustainable behaviours at work and demonstrates to employees and customers that you're 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 lights when not in use.

Why turn off the lights?

Lighting is the largest consumer of energy in a commercial space. More than 40% of all energy consumed is used just to keep the lights on². Encouraging employees to reduce lighting use is something you can directly influence.



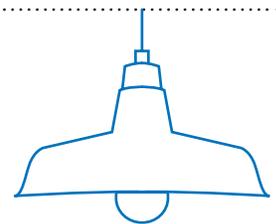
¹ <http://www.cbsm.com/public/world.lasso>

² Schneider Electric, Leading Techniques for Energy Savings in Commercial Office Buildings, www2.schneider-electric.com/documents/buildings/office_building_energy_efficiency.pdf

Seven steps to run a successful lights-off campaign



- Step 1: Set up your campaign team
- Step 2: Investigate your lighting opportunity
- 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: Set up your campaign team

Speak first with your manager/director regarding the campaign that you will be initiating to get them on board. Then, send an email to invite 3-10 key employees to join the Lights-Off Campaign team. Explain the campaign you'll be running and why you want them involved. Download a sample email from bchydro.com/lightsoffkit.

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.

Step 2: Investigate your lighting opportunity

Walk through the business/facility during peak hours, noting where light switches are located in each space (including storage areas, kitchens, and washrooms), which spaces are occupied/unoccupied, and which have lights on/off. Record all of this data on a lighting tally form. Download the lighting tally form at bchydro.com/lightsoffkit.

During your walk through, survey your coworkers to determine any barriers to changing behaviour. Why aren't lights turned off when people leave a room? Are there particular areas/rooms where lights are left on?

Step 3: Select the behaviour

The walkthrough and conversations with staff will hopefully highlight areas where lights are most commonly left on and insights as to why.

Although the behaviour "ask" in a Lights-Off Campaign may seem self-evident, it's important to select a non-divisible action. A non-divisible action is one that can't be broken down further into separate actions. In this case, focus on asking staff to turn off the lights every time they leave a location (e.g. meeting room, washroom, and lounge) when there is no one immediately waiting to enter the space.

Step 4: Determine strategy and success

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.

Download the Energy Savings Calculator from bchydro.com/lightsoffkit to calculate the estimated energy and cost savings from running your Lights-Off Campaign.



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

Sample objective and goals:

- > Generate energy savings. Reduce total energy consumption by 5% during the campaign period.
- > Educate employees about energy efficiency to help them realize they can make a difference at work and at home. Increase employee awareness of energy efficiency by 10%.

Strategy

1. Create awareness

Use the following tools and tactics to promote your Lights-Off 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 the lights. Place posters in prominent locations to remind staff where lights are most commonly left on. Download additional posters from bchydro.com/lightsoffkit.
- > **Stickers** – Place reminder stickers on each of the light switches. 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. Download the sample email at bchydro.com/lightsoffkit.
- > **Kick-off event** – Host a short presentation to explain why the campaign is happening, what the potential savings opportunities are, and how employees should get involved. Explain the goal to use sign in/out sheets and turn off the lights every time they leave a room when there is no one immediately waiting to enter the space.

2. Meeting room sign in/out sheet

During the campaign, post sign in/out sheets outside of meeting rooms. The meeting organizer will be responsible for signing in and out of the room. The objective of this sheet is to track how often the room is actually used and the length of time between meetings to support the fact that it's worth turning off the lights after every meeting.

Download the sign in/out sheet at bchydro.com/lightsoffkit.

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.



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

Step 5: Finalize your campaign plan

Here's a sample Lights-Off Campaign Plan:

Campaign length: 3 weeks
Objective: To encourage staff to save energy by turning off the lights in unoccupied rooms.
Goal: Reduce total energy consumption by 5% during the campaign period.
Behaviour: Staff will switch off the lights every time they leave a meeting room, the lounge, or the bathroom when there is no one immediately waiting to enter the space.
Overview of campaign activities 1) Lighting tallies Three lighting tallies will be carried out. The first one, before the start of the campaign, will survey the entire site to help determine which areas to focus on. The next will occur midway through the campaign and will focus on just the target areas, as will the final tally, which will occur at the end of the campaign. 2) Estimating energy use Using the Energy Savings Calculator, estimate potential energy savings, which can then be communicated via email and word of mouth. 3) Kick-off meeting A short presentation will be made to employees to explain why the campaign is happening, what the potential savings opportunities are, and to ask that they spread the word. They'll also learn the purpose of completing the meeting room sign in/out sheet. 4) Campaign promotion: Posters, sign in/out sheet and stickers Posters will go up in each of the targeted spaces (e.g. kitchen, washrooms, lounge area) and sign in/out sheets in meeting rooms. Reminder stickers will also be placed on all light switches in each of the spaces. 5) 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 small actions can make a big difference.

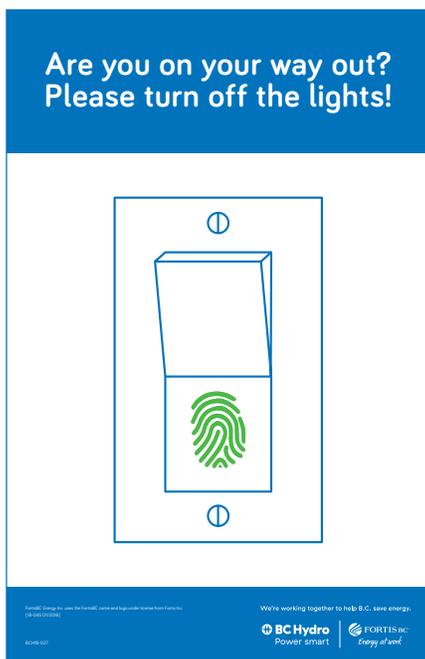
Tasks and timeline	
Assemble team	Feb 15
Baseline lighting tally	Feb 22
Energy savings calculations	Feb 22
Posters and prompts developed and shared	Feb 22 – Mar 1
Kick-off event	Mar 1
Mid-campaign lighting tally	Mar 14
End-of-campaign lighting tally	Mar 31
Celebration and reporting back	Apr 8



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. It's recommended the campaign be 3-4 weeks long. Make note of staff actions through observation and take 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 lighting tally and determine what behaviour change took place. 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

Organize a coffee and doughnuts celebration to recognize, reward and share the campaign results with staff. Announce the winner of the prize draw through email and award them with their gift card (make sure to save the receipt and submit to workplace.conservation@bchydro.com for reimbursement). Send a thank you email to employees, managers, and customers/contractors (if they took part), to share the campaign results.

Repeat

Consider running your Lights-Off 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)
- > Computers Need Sleep Too Campaign
- > Turn Down the Heat Campaign
- > Personal Space Heater Campaign

