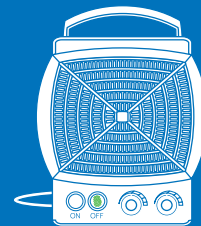


# Personal Space Heater Campaign toolkit



This toolkit will help you develop and implement a Personal Space Heater 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 Principles<sup>1</sup>. Its purpose is to provide a simple set of steps for running an effective campaign to encourage employees to look for options to balance energy conservation and comfort.



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

## Why turn off space heaters?

Space heaters consume significant amounts of electricity if used regularly. They can also interfere with your unit's heating and cooling system, causing it to run inefficiently, in addition to being a safety issue and fire hazard. This is especially true when a space heater is close to a thermostat, which may cause the cooling system to turn on mistakenly, reinforcing the need to heat the space. Space heaters consume significant amounts of electricity if used regularly—up to 20 times more energy than a desktop computer.

## Seven steps to run a successful campaign

- Step 1: Set up your campaign team
- Step 2: Investigate your 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 Space Heater Campaign team. Explain the campaign you'll be running and why you want them involved.

Download a sample email from [bchydro.com/spaceheaterkit](https://bchydro.com/spaceheaterkit).

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 opportunity

Conduct two walkthroughs of the business/facility: one during peak working hours and one after normal working hours. Note where all the space heaters are in each area, which spaces are occupied/unoccupied and which spaces have heaters on/off.

Record all of this data on a tally sheet. Download the tally sheet and script for discussing space heater use with staff at [bchydro.com/spaceheaterkit](https://bchydro.com/spaceheaterkit).

During your walk through, survey your coworkers to determine any barriers to changing behaviour. Why aren’t they turning off their heaters when they leave an unoccupied space?

## Step 3: Select the behaviour(s)

Focusing on a specific behaviour is critical to employees changing their behaviour. From your walkthrough and conversations with staff, you will likely discover where heaters are most commonly left on and why.

**Target Behaviour:** Ask your staff to turn off their heater every time they leave their desk. If a staff member is reluctant to turn off their heater, provide them the fleece blanket included in the box as an alternative heat source for the day.

## 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](https://bchydro.com/myhydro) to check your energy cost and consumption

Download the Energy Savings Calculator from [bchydro.com/spaceheaterkit](https://bchydro.com/spaceheaterkit) to calculate the estimated energy and cost savings from running your 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. 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 space heater. 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, these two items will be in the campaign box at [bchydro.com/spaceheaterkit](https://bchydro.com/spaceheaterkit).

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](mailto:workplace.conservation@bchydro.com) for reimbursement.

### 2. Create awareness

Use the following tools and tactics to promote turning off space heaters.

- > **Word of mouth** – This is often the most effective method to raise awareness about the campaign.
- > **Posters** – Sometimes people simply forget to turn off space heaters. Place posters in prominent locations to remind staff where space heaters are most commonly left on. Download additional posters from [bchydro.com/spaceheaterkit](https://bchydro.com/spaceheaterkit).
- > **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/spaceheaterkit](https://bchydro.com/spaceheaterkit).
- > **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 switch off personal space heaters every time they leave their desk. Offer a fleece blanket to anyone who is willing to turn off their heater but recognizes that they will be too cold without the additional heat.

### 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](mailto:workplace.conservation@bchydro.com) for reimbursement.



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## Step 5: Finalize your campaign plan

Here's a sample Space Heater Campaign Plan:

<b>Campaign length:</b> 3 weeks
<b>Objective:</b> To encourage staff to save energy by turning off personal space heaters.
<b>Goal:</b> Reduce total energy consumption by 5% during the campaign period.
<b>Behaviour:</b> Staff will switch off their space heaters every time they leave their desk OR turn heaters off and use a fleece blanket to stay warm.
<b>Overview of campaign activities</b> <b>1) Space heater tallies</b> Three 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. <b>2) Estimating energy use</b> By using the Energy Savings Calculator at <a href="http://bchydro.com/spaceheaterkit">bchydro.com/spaceheaterkit</a> , estimate potential energy savings, which can then be communicated to employees. <b>3) Kick-off meeting</b> A short presentation will be made to employees to explain why the campaign is happening, what the potential savings opportunities are, and to ask to spread the word. <b>4) Campaign promotion</b> Posters will go up in targeted spaces. <b>5) Celebration</b> 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.

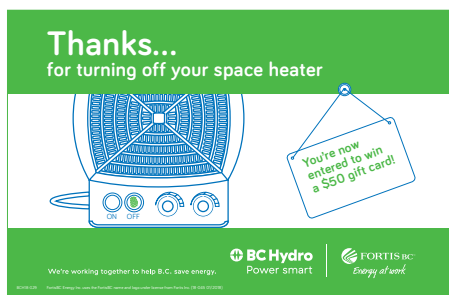
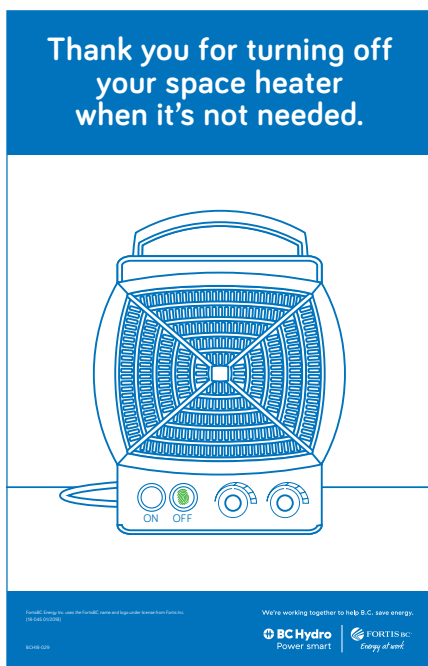
Tasks and timeline	
Assemble team	Feb 15
Baseline tally	Feb 22
Energy savings calculations	Feb 22
Posters and prompts developed and shared	Feb 22 – Mar 1
Kick-off event	Mar 1
Mid-campaign tally	Mar 14
End-of-campaign tally	Mar 31
Celebration and reporting back	Apr 8



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## 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 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 what behaviour change took place. Visit [bchydro.com/myhydro](http://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. Send a thank you and campaign results email to your co-workers and managers.

### Repeat

Consider running your Space Heater 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
- > Lights-Off Campaign
- > Turn Down the Heat Campaign