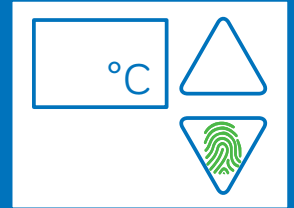


# Turn down the heat

## Campaign toolkit



This toolkit will help you develop and implement a Turn Down the Heat Week Campaign, which is a simple, low-cost approach to raising awareness and 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 to running an effective campaign to get everyone engaged in a week-long challenge to turn down the heat.

### Six steps to run a successful campaign

- Step 1: Set up your campaign team
- Step 2: Select the behaviour
- Step 3: Determine strategy and success metrics
- Step 4: Finalize your campaign plan
- Step 5: Implement your plan
- Step 6: Evaluate, recognize and celebrate

#### Step 1: Set up your campaign team

Speak first with your manager/director regarding the Turn Down the Heat Week Campaign you will be initiating to get them on board. Then, send an email to invite 3-10 key employees to join the campaign team. Explain the campaign you'll be running and why you want them involved. Download a sample email from [bchydro.com/heatweekkit](http://bchydro.com/heatweekkit).

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: Select the behaviour

Focusing on specific behaviours is critical to employees changing their behaviour. For this campaign you're looking for two specific behaviours:

1. **Sweater selfie photo contest**  
Have staff submit a photo to the company intranet or to the campaign team wearing their sweater during campaign week.
2. **Clothing donation drive**  
During the campaign, ask staff to bring in warm clothes, blankets or coats to donate to those in need.

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

## Step 3: Determine strategy and success metrics

### 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

### Sample objective and goals:

- > Engage staff to raise awareness about energy conservation.
- > Have 25 employee photos submitted to the photo contest during campaign week.
- > Collect 10-20 articles of warm clothing donations during campaign week.

### Strategy

#### 1. Create awareness

Use the following tools and tactics to promote your Turn Down the Heat Week Campaign.

- > **Word of mouth** – This is often the most effective method to raise awareness about the campaign.
- > **Posters** – Add the dates of your sweater photo contest, and place posters throughout the workplace. Download additional posters from [bchydro.com/heatweekkit](https://bchydro.com/heatweekkit).
- > **Email** – Send out an email to promote Turn Down the Heat Week activities to all staff. Make note that the temperature will be set back a couple of degrees during campaign week. Download the sample email at [bchydro.com/heatweekkit](https://bchydro.com/heatweekkit).

#### 2. Sweater selfie photo contest

Any staff member that submits a photo of themselves wearing a sweater during Turn Down the Heat Week or who donates to the clothing drive 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.

#### 3. Clothing donation drive

Set up a donation bin during the campaign and encourage staff to donate sweaters and other warm clothing to be donated to a local charity.



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

## Step 4: Finalize your campaign plan

Here's a sample Turn Down the Heat Week Campaign Plan:

<b>Campaign length:</b> 5 days
<b>Objective:</b> Engage staff to raise awareness about natural gas and energy conservation
<b>Behaviour goals:</b> <ul style="list-style-type: none"><li>• 25 employees photos submitted to the photo contest during campaign week.</li><li>• 10-20 articles of warm clothing collected during campaign week.</li></ul>
<b>Overview of campaign activities</b> <p>1) <b>Campaign promotion</b> Email to staff: An email will be sent out to the staff at the office to raise awareness of the campaign. Posters: Place posters throughout the office.</p> <p>2) <b>Sweater selfie photo contest</b> A contest will encourage staff to get involved in the campaign by submitting a photo of themselves wearing a sweater for a chance to win a \$50 gift card.</p> <p>3) <b>Clothing donation drive</b> Staff will be encouraged to bring in warm clothing to be donated to a local charity.</p>
<b>Calculate results:</b> If possible, compare the campaign month's natural gas consumption versus the same month the year before to see how much energy was saved. Add up the number of photo submissions and items of warm clothes donated.
<b>Celebrate:</b> Gather your campaign team and thank them for helping implement the campaign. Share the results of the campaign. Send a company-wide email thanking staff for participating in the campaign.

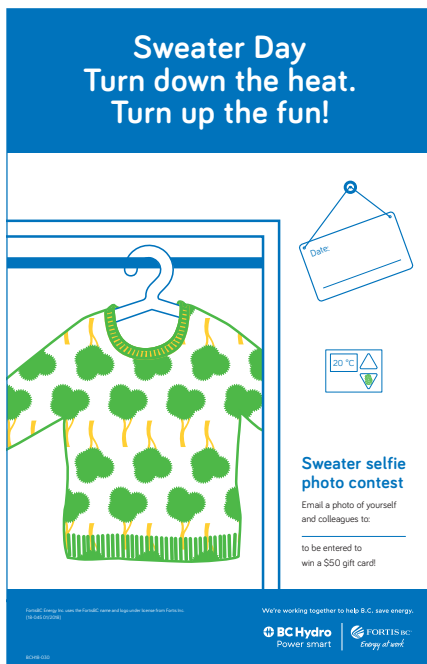
Tasks and timeline	
Set up your campaign team	Oct 15
Plan the campaign	Oct 15 - 31
Campaign week	Nov 6-10
Campaign promotion	Nov 6-10
Calculate results	Nov 14
Prize draw and celebration	Nov 17



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

## Step 5: Implement your plan

Run your campaign according to your campaign plan, making adjustments where necessary. Make note of staff actions through observation and take photos of staff with the posters 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 6: Evaluate, recognize and celebrate

### Evaluate

Visit [accounts.fortisbc.com](https://accounts.fortisbc.com) and check your energy consumption for the month of the campaign and compare it to the same month of the previous year. Conduct your end-of-campaign tally and determine if you met your goal (photos submitted and warm clothes donated).

### Recognize and celebrate

Celebrate by thanking staff 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](mailto: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 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
- > Personal Space Heater Campaign