Employee Energy Awareness

Planning guide

BC Hydro
Power smart

The following six steps can help you build your own Employee Energy Awareness program. These steps are just a guideline; adjust them to fit the unique needs of your facility.

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Step 1: Establish goals and objectives

When you have a clear goal or objective, it's easier to plan your program and measure success.

Ask yourself, your employees, and your leadership team:

- What do you want to achieve with your Energy Awareness program?
- Why should your facility have an Employee Energy Awareness program?
- How should you implement the program and motivate everyone to keep it up?

Sample goals and objectives:

Generate energy savings. For example, you might aim to reduce total energy consumption by X% or save $X in energy costs during a specified period. Savings of 5% to 10% in one year are realistic.

Increase awareness of energy efficiency. Educate employees about energy efficiency so that they realize that they can make a difference at work and at home. Conduct before and after surveys and measure the increase in awareness.

Set up for success

Gather data from your MyHydro account and past bills, conduct an energy audit, or survey employees through questionnaires to get good information about your facilities' energy use to help you set your targets.

Step 2: Create the team

To be successful, an Energy Awareness program must have a motivated leader, as well as commitment from management and employees.

A. Secure senior management support

When senior managers publicly "sponsor" an effort, it significantly improves the likelihood of success.

Here are ways that managers can contribute to an energy awareness plan:

- Quantify the projected energy savings and show their net effect on your facility's bottom line.
- Express the savings in practical terms.

For example, explaining that savings of X amount will equate to Y new motors, or Z money available for new equipment.

- Stress that energy savings are sustainable. They continue to deliver benefits month after month, year after year.
- Highlight the labour relations benefits, such as improving employee morale and the working environment.

For example, explaining that a more efficient compressed air system reduces downtime, and lessens the frustration of frequent system shutdowns.

B. Identify a leader

Select a “Champion,”—someone who will develop the plan, obtain approval to proceed, build and lead your team, and manage the program. Make sure the leader is empowered to make decisions.

C. Select the team

The next step is to put together a team of representatives to carry out the program and encourage their peers to take energy saving action. A well balanced team might include representation from the following groups:

- Management (if yours is a large facility, include a senior executive, department head, or a supervisor)
- Union rep or job steward, if your organization is unionized
- Operations or Maintenance
- Accounting or Finance
- Sustainability or Environmental
- Communications
- Human Resources

Step 3: Develop your energy awareness program

THERE ARE THREE IMPORTANT ELEMENTS OF AN ENERGY AWARENESS PROGRAM:

A. Communications plan

B. Schedule

C. Budget

When you're finished, you'll be all set to take your plan forward for approval.

A. Communication plan

- Inform people why it's important to use energy more efficiently.
- Motivate them to change their behaviour by showing them how this will benefit them and the organization.
- Tell them what changes to make.

A COMMUNICATIONS PLAN DEFINES:

- **The audience**—who you want to say it to
- **The message**—what you say
- **The style**—how you say it
- **The method**—how you deliver the messages

AUDIENCE

Goal: Target your communication plan towards the people it affects most, and who it will benefit.

Examples:

Primary audience: employees at your facility

Secondary audience: other groups of interest who are not directly affected, but may support your vision. For example:

- Customers
- Media
- Union
- Suppliers
- Local community

MESSAGE

Goal: Define your key message(s)—in this case, that's the Energy Awareness program plan and the benefits of saving energy.

Answer questions that your audience will likely have, such as:

- Why do we need to save energy?
- Why should I care?
- How can I help?

Examples:

Use specific examples to educate your audience.

- Tell them how much energy your facility uses and why.
- Show the results of your energy audit, how much energy you can potentially save, and your goals and objectives.
- Demonstrate behaviours and practical tools that employees can take to work towards the energy saving goal(s).

STYLE

Goal: The style you use should match the way your organization communicates, and use a common theme such as a headline or photo that runs through all of the material, so that the program is easily recognizable.

Examples:

- Be brief and informative.
- Avoid sounding negative or assigning blame for inefficiencies or waste.

METHOD

Goal: Find an effective way to communicate with employees. Some basic information can be communicated quickly and briefly, while in-depth education requires more time and participation, so choose your method according to what level of understanding you're trying to achieve.

Examples:

Basic information

- Posters
- Emails
- Stickers
- Notices
- Brochures
- Displays
- Short mention in a team meeting or newsletter

In-depth information

- Guest speakers
- Information sessions
- Workshops
- Team challenges and contests
- Participation-driven events such as energy awareness day

B. Schedule

Establishing a schedule for carrying out the different activities is important at the planning stage. Set a timeframe for your goal, and create a schedule of activities to reach it on time. Once the program begins, the elements of the schedule can be fine–tuned while the goal deadline remains the same.

C. Budget

With the program activities in place, you can now prepare a detailed budget. Be sure to consider the following expenses:

Labour:

- Program management
- Energy champion
- Support staff
- Guest speakers

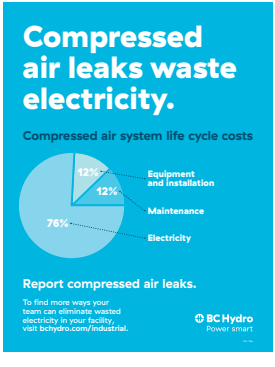
Operating expenses:

- Administrative expenses
- Management and reporting systems
- Travel
- Printing
- Reward and recognition costs
- Contingency fund

Step 4: Assemble your tools

We've created an example Compressed Air Aware Campaign toolkit that contains all the essential communication and information tools to run a campaign. This can help provide a framework on how to run similar campaigns around your facility.

Visit **bchydro.com/industrialtools** to access this campaign toolkit.



Step 5: Implement your plan

Kick it off with a launch event

- Have a friendly competition to see which department can save the most energy in a day.
- Launch an employee contest to source energy–saving ideas.
- Set up a facility tour to show where efficiency projects and upgrades are going to be or have been carried out.
- Ask suppliers, union, and other third parties to participate and support your kick off.
- Prepare a hand–out that summarizes your goals, outlines your energy saving plan, introduces the energy champion and team, and provides some practical tips.

Stay on track

- Remember to keep to the pacing you established in your schedule.
- Keep employees engaged with ongoing contests, events, and incentives.
- Resist the urge to overload employees with too much information.

Monitor the program and its effects

- Go back to your original objectives and see if you're meeting them.
- Measure energy consumption levels to confirm that you're achieving savings.
- Ask employees what they think of the program and if they have any suggestions.
- Adjust the plan as needed.

Communicate regularly

- Report back to your employees to let them know that their efforts have been worthwhile, and to senior management to confirm that the investment has been justified.
- Express the results in concrete terms, for example:
  We've so far saved X kilowatt–hours of electricity = $Y = Z new motors/shop tools.
- Recognize employee ideas.
- Recognize department changes that have occurred as a result of your campaign.

Lead by example

- If your organization adopts other energy conservation measures, this will underline the perception that you truly value energy efficiency.

Step 6: Recognize and reward

Reinforce the learnings

An effective awareness program never stops. After an initial period of time, you must reinforce the learning. Change up the communication vehicles and messages, present new challenges, or bring in new team members with fresh ideas. You might consider surveying employees to find out which activities they found the most useful and engaging, or even solicit communications ideas from them.

Recognize contributors

Recognize and reward those who have contributed to achieving your goals. Start a recognition program to remind employees of their accomplishments and encourage them to keep up their energy–saving habits.

Celebrate your success

Whether you measure success in terms of saved energy, a successful workshop, or a high level of participation, let everybody know about it. Share the results with your team, employees, management, and even potentially your customers and the public.

Find out more

Contact your Key Account Manager or the Program Manager.
bchydro.com/awareness, **incentives@bchydro.com**

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