



7. Recognition

Goal

Ensure that employee conservation achievements are formally acknowledged and recognized, both internally and externally.

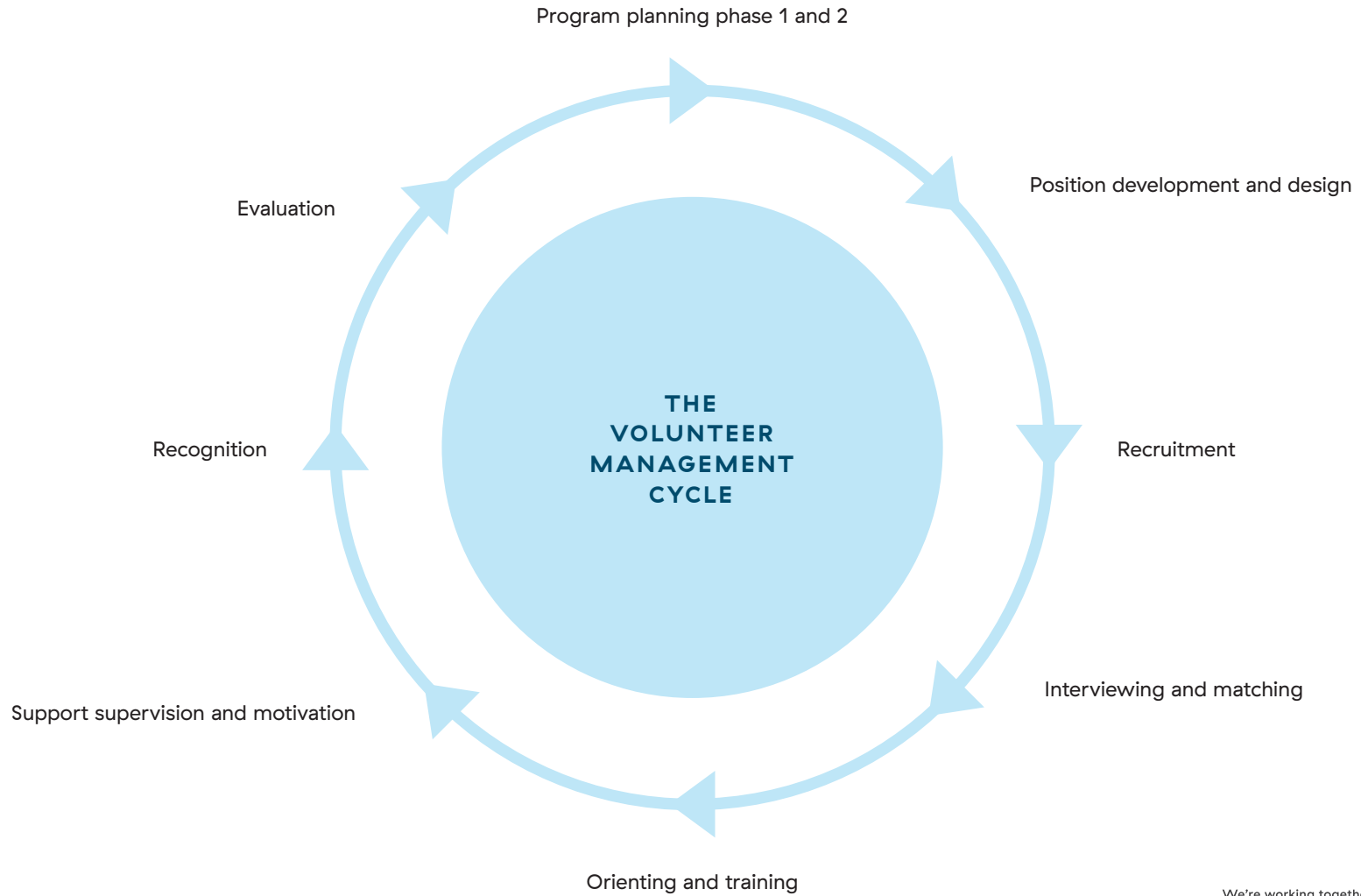
The Energy Wise Network Tier Assessment Tool is designed as an assessment tool that indicates areas of strength and areas where there are opportunities to improve your engagement program and energy conservation campaigns. Use the following table to help guide your “Recognition” self-assessment using the Tier Assessment Tool.

TIER 1 – Communicate champions’ work and achievements to the organization	No	You have not communicated back to the organization the work and achievements of champions.
	In Progress	You occasionally communicate back to the organization the work and achievements of champions.
	Yes	You regularly communicate back to the organization the work and achievements of champions.
TIER 2 – Communicate work and achievements of champions to managers at least twice per year	No	You have not communicated the work and achievements of champions to managers.
	In Progress	You have communicated the work and achievements of champions to managers on occasion.
	Yes	You communicate the work and achievements of champions to managers at least twice per year.
TIER 3 – Establish formal recognition (awards) for energy conservation leadership	No	There is no formal recognition (awards) for energy conservation leadership.
	In Progress	You are developing formal recognition (awards) for energy conservation leadership.
	Yes	Formal recognition (awards) structure are in place for energy conservation leadership.
TIER 4 – Earn external sustainability award for campaign achievements	No	You have not applied, nor won, any external sustainability awards for your campaign achievements.
	In Progress	You have applied for external sustainability awards but have not yet won any for campaign achievements.
	Yes	You have applied and won external sustainability awards for campaign achievements.

Overview

Recognition can help keep existing champions motivated and bolster recruitment of new champions. It's also a great way to reinforce the organization's commitment to supporting energy conservation initiative and those who organize, promote and participate in them.

Recognition is included as part of the Volunteer Management Cycle developed by Brenda Sawada of Business Community Connections—see below.



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Purpose of recognition

Recognizing the work of champions, whether they are green champions, green team members, advisory committee members, or even just enthusiastic campaign participants can help accomplish the following:

- Boost the overall morale of those working on energy conservation in your organization
- Demonstrate that the organization is committed to supporting those working on energy conservation initiatives
- Celebrate those who go above and beyond
- Generate positive publicity for energy conservation work within the organization
- Increase awareness of energy conservation issues among all staff
- Increase the visibility and profile of champions among other staff

Tier 1: Recognition

COMMUNICATE CHAMPIONS' WORK AND ACHIEVEMENTS TO THE ORGANIZATION

Recognizing the work and achievements of champions by communicating out to the entire organization can help keep champions motivated and excited about their work. Here are some platforms to consider when sending out updates of the work and achievement of energy conservation champions:

- Quarterly staff newsletter
- Regular email updates from managers/directors
- Intranet homepage
- Department meetings
- Staff training sessions
- News section on website



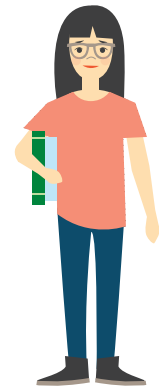
CHECK THE TOOLKIT

In her Energy Challenge campaign, (see the Energy Challenge campaign toolkit, found on the Energy Wise Network SharePoint site), Naomi recognizes the work and achievements of campaign participants by sending congratulatory cards and sharing results of the campaign across the organization.

EVALUATE, CELEBRATE & REPORT BACK

Naomi closes the challenge after six weeks. She consults the energy data from each school and reviews the summaries submitted. She is pleased to see that of the 11 schools that participated, there was an average of 4.23% in energy savings. The winning school completed five campaigns and saved 6.1% in energy savings.

Naomi is excited about these results and shares them across the organization. She sends congratulations cards to each school that participated, letting them know what they accomplished and encourages them to participate again next year. Leslie and Eunice deliver the trophy to the winning school in person, ensuring to capture some photos from the occasion, and send small prizes to all the schools that participated.



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Tier 2: Recognition

COMMUNICATE WORK AND ACHIEVEMENTS OF CHAMPIONS TO MANAGERS AT LEAST TWICE PER YEAR

Regular communication with the managers of staff who participate in your campaign or program can help maintain support for staff to spend time on campaigns or participating in the program. It also signals to staff that they have permission to get involved if they are not already.

Include the following in recognition messages to staff member's direct managers twice per year:

- What their employee's efforts have achieved
- The collective results of all green champions' efforts
- The importance of energy conservation efforts by employees in reducing costs and environmental impacts for the organization
- The skills that their employee is demonstrating through this work that will help them in carrying out their core job responsibilities
- Executive sponsorship of these activities
- Appreciation for their support to these efforts, both in allowing employee time to work on the initiatives and their support for their employees' advocating conservation behaviours

Tier 3: Recognition

ESTABLISH FORMAL RECOGNITION (AWARDS) FOR ENERGY CONSERVATION LEADERSHIP

Formalize internal recognition mechanisms by creating an energy conservation leadership award that celebrates those who go above and beyond, and increases the visibility and profile of those champions who demonstrate exceptional leadership within the organization.

Employee conservation award best practices include:

- Develop a formal nomination process
- Be transparent about criteria and process of evaluation
- State the purpose or objectives of creating and giving award(s)
- Link back to energy conservation goals
- Create a schedule for awards

Helpful hint

Suggested categories and descriptions for your energy conservation leadership award:

Volunteer leadership—This award is open to an individual or team who has demonstrated outstanding commitment and dedication to a volunteer cause in the organization.

Sustainability—This category honors individual action, team work and projects that demonstrated outstanding efforts to reduce environmental impact. This would include efforts to reduce carbon footprint, energy efficiency, hazardous waste, waste and other impacts that improve the environmental performance of our organization.

Teamwork—This award recognizes groups that have worked effectively to capitalize on the team's diverse talents to achieve a common outcome.

Tier 4: Recognition

EARN EXTERNAL SUSTAINABILITY AWARD FOR CAMPAIGN ACHIEVEMENTS

At the Tier 4 level, you are recognizing the work and achievement of champions and staff in a public way. See below for a list of potential awards you may consider applying for:

- Canada's Greenest Employer
- Environmental Employers of the Year awards
- Excellence in Corporate Responsibility awards
- Canadian Awards of Excellence in Environmental Education
- Annual Living Planet @ Work Award
- The Green 30 List
- BOMA Awards of Excellence: Earth Award TOBY Award

Helpful hint

To help you keep track of potential award opportunities and application deadlines, you may want to create an awards calendar. You may also need to recruit some colleagues to help you with this work. Check in with human resources, business development, and communications to see if they are already actively involved in applying for external awards.