



3. Reporting

Goal

Communicate the results and achievements of employee conservation initiatives to participants, and inspire others to join.

Reporting

Reporting back on results is one of the best ways to keep participants engaged and inspired to continue working to save energy in the organization.

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 “Reporting” self-assessment using the Tier Assessment Tool.

TIER 1 – Report campaign achievements on a quarterly basis to green champions	No	You have not yet reported to green champions or others in your organization about campaign achievements.
	In Progress	You have made some progress towards reporting to green champions or others in your organization about campaign achievements.
	Yes	You have established procedures for reporting to green champions or others in your organization about campaign achievements.
TIER 2 – Report estimated energy savings to green champions and executive champions on a quarterly basis	No	You have not reported estimated energy savings to green champions and executive champions.
	In Progress	You have begun to report estimated energy savings to green champions and executive champions – though not yet on a quarterly basis.
	Yes	You report estimated energy savings to green champions and executive champions on a quarterly basis.
TIER 3 – Report quarterly on behaviour changes and energy savings to green champions, executive champion and conservation governance committee	No	There is no quarterly reporting on behaviour changes and energy savings to green champions, your executive champion and the conservation governance committee.
	In Progress	You occasionally report on behaviour changes and energy savings to green champions, your executive champion and the conservation governance committee.
	Yes	You report quarterly on behaviour changes and energy savings to green champions, your executive champion and the conservation governance committee.
TIER 4 – Make energy savings publicly available	No	Energy savings data from campaigns or the engagement program is not publicly available.
	In Progress	Some efforts have been made to share energy savings data publicly.
	Yes	Energy savings data from campaigns or the engagement program for your organization is publicly available.

Overview

Reporting back is a key part of the campaign and engagement processes. As you move through the different “Reporting” tiers outlined in this document, you’ll find that you are reporting more frequently to further-reaching organizational structures. During your campaign and program planning process, you’ll want to consider how and when you’ll report back.

Purpose of reporting

Reporting back frequently and broadly on your overall engagement program and campaigns within your organization will help you accomplish the following:

- Demonstrate results from your work
- Add credibility to your program and campaigns
- Further embed energy conservation in the culture of your organization
- Showcase effective partnerships within the organization
- Recognize the work of the green team and green champions

Reporting publicly on your overall engagement program and campaigns can contribute to:

- Your organization being viewed as a sustainability leader
- An increase in support from leadership or the executive team
- A morale boost and increased sense of pride for employees

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Tier 1—Reporting

REPORT CAMPAIGN ACHIEVEMENTS ON A QUARTERLY BASIS TO GREEN CHAMPIONS (AND OTHERS INVOLVED IN CAMPAIGN PLANNING AND/OR IMPLEMENTATION)

Reporting back to green champions and others involved in campaign planning and/or implementation helps re-enforce that campaigns are not one-off efforts, but part of a broader program of conservation engagement. Regular reporting to those who are helping to support your campaign will also help with volunteer retention.

Here are some best practices for reporting back to those involved in campaign development and implementation:

- Provide timely feedback for each campaign to green champions and include discussions of the successes, the value of the contribution to energy savings, and lessons learned
- Include campaign objectives, targets, results, number of participants, pictures, and quotes
- Ensure appreciation for green champions is conveyed in communications
- Format communications so that it can be easily shared with participants at their site, departments, managers, etc.
- Provide information in a format that can be easily integrated into presentations for staff meetings and green team gatherings

Check the toolkit

In her Energy Challenge campaign (see the Energy Challenge campaign toolkit, found on the Energy Wise Network SharePoint site), Naomi reports the campaign outcomes across the organization (including to her stakeholders) and shares the results of the campaign with each school that participated.

Toolkit example

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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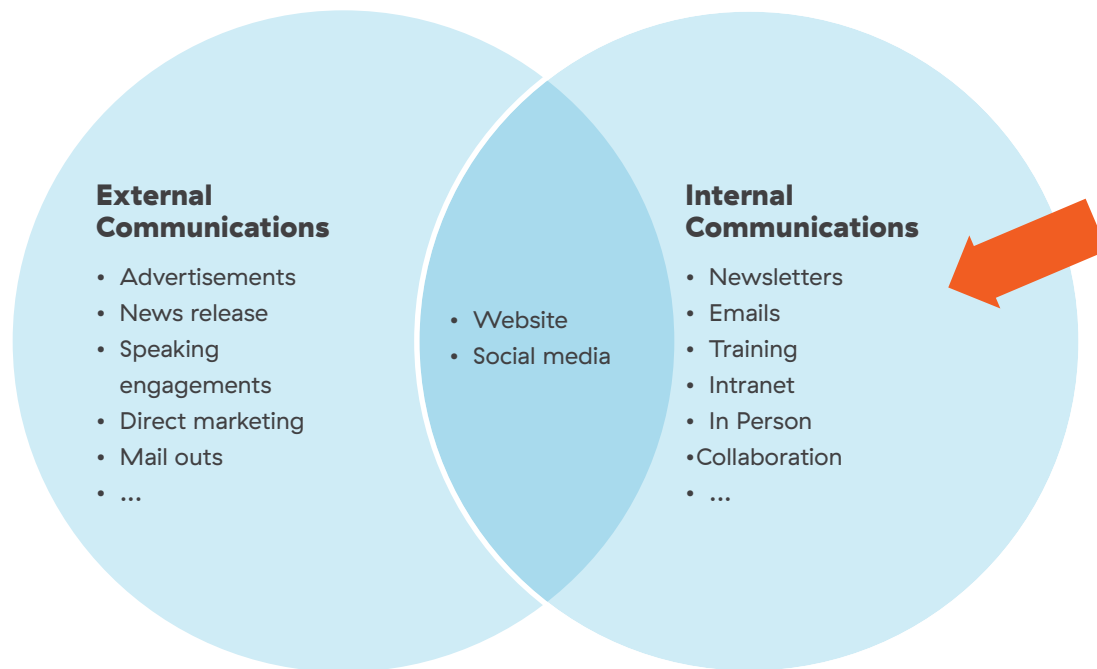
Tier 2—Reporting

REPORT ESTIMATED ENERGY SAVINGS TO GREEN CHAMPIONS AND EXECUTIVE CHAMPIONS ON A QUARTERLY BASIS

In Tier 2 of the “Reporting” category, you are working towards accomplishing the following:

1. Having an engaged executive to sponsor your program or campaign
2. Selecting metrics for your program or campaign that involve energy savings measurements or estimates
3. Creating a network of green champions – possibly structured as a green team

If you have these structures in place, you can then consider how to report back to both champions at the staff and executive level. Sometimes these groups require different methods of reporting. Consider which internal communications channels outlined below are the best channels to share results with executive and green champions. For executive champions, you may want to prepare a brief report or presentation to show them what was accomplished. For green champions, you may want to host a lunch and invite everyone who participated to celebrate and learn about the energy saving results from the campaign.



Examples of organizational communication channels

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Tier 3—Reporting

REPORT QUARTERLY ON BEHAVIOUR CHANGES AND ENERGY SAVINGS TO GREEN CHAMPIONS, EXECUTIVE CHAMPION AND CONSERVATION GOVERNANCE COMMITTEE

In Tier 3 of the “Reporting” category, you are working towards accomplishing the following:

1. Having an engaged executive to sponsor your program or campaign who is active and visible
2. Growing a network of green champions – possibly structured as a green team
3. Establishing a conservation governance committee that advises on campaigns and the overall engagement program

Once you have identified employees to fill these roles, you can consider how to report back to the three different groups: green champions, executive champions, and the conservation governance committee. Reporting tips for these groups include:

- Report on the most recent activities
- Use consistent reporting templates each time
- Ensure reporting templates align with overall presentations if the conservation governance committee is part of a broader group (energy manager quarterlies, sustainability committee, etc.)

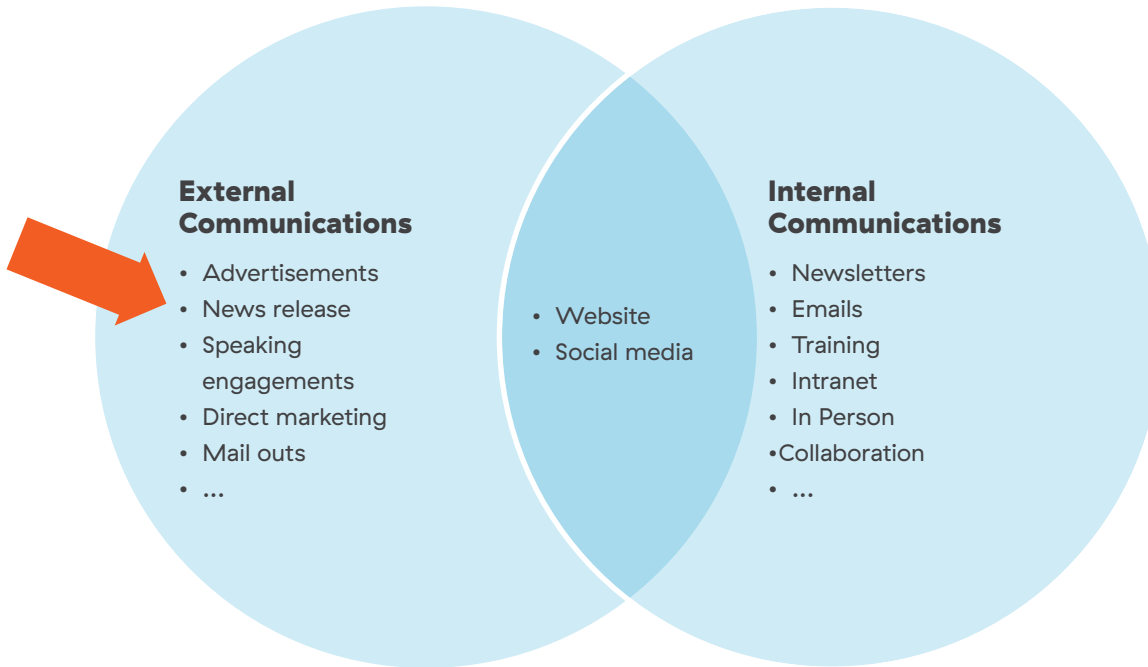
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Tier 4—REPORTING

MAKE ENERGY SAVINGS PUBLICLY AVAILABLE

Use external facing channels to communicate energy savings associated with a particular campaign or your overall engagement program. Work with your communications personnel to create content for frequently used channels. See below for public-facing communication channels to share stories about your energy savings results. Often stories and reports created for internal audiences can be repurposed and shared externally.



Organizational communication channels

Helpful hint

If you're working within a public sector organization, there are several opportunities for including conservation goals and energy savings from your engagement program in public-facing reports or plans. For example, the Carbon Neutral Action Report (CNAR) or the Sustainability Plan could include information about your energy engagement goals and successes.