



4. Awareness

Goal

Ensure that employees are aware of conservation campaigns and the action they can take to save energy.

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

TIER 1 – Demonstrate that 33% of the target audience is aware of the conservation campaigns	No	You have not surveyed your target audience to demonstrate that 33% are aware of your campaigns or program, or, results of your survey have not reflected 33% target audience awareness.
	In Progress	You are in the process of designing a survey of your target audience to demonstrate that 33% are aware of your campaigns or program.
	Yes	Your survey results demonstrate that 33% of your target audience is aware of your campaigns or program.
TIER 2 – Demonstrate that 50% of the target audience is aware of the conservation campaigns	No	You have not surveyed your target audience to demonstrate that 50% are aware of your campaigns or program, or, results of your survey have not reflected 50% target audience awareness.
	In Progress	You are in the process of designing a survey of your target audience to demonstrate that 50% are aware of your campaigns or program.
	Yes	Your survey results demonstrate that 50% of your target audience is aware of your campaigns or program.
TIER 3 – Demonstrate that 33% of all people at the organization are aware of the conservation brand	No	You have not surveyed all employees to demonstrate that 33% of all people at the organization are aware of the conservation brand, or, results of your survey have not reflected 33% organizational awareness.
	In Progress	You are in the process of designing a survey of your organization to demonstrate that 33% of all people at the organization are aware of the conservation brand.
	Yes	Your survey results demonstrate that 33% of your organization is aware of the conservation brand.
TIER 4 – Demonstrate that 50% of all people at the organization are aware of the organization’s energy conservation achievements	No	You have not surveyed all employees to demonstrate that 50% of all people at the organization are aware of the organization’s energy conservation achievements, or, results of your survey have not reflected 50% organizational awareness.
	In Progress	You are in the process of designing a survey to demonstrate that at least 50% of all people at the organization are aware of the organization’s energy conservation achievements.
	Yes	Your survey results demonstrate that 50% of your organization is aware of the organization’s energy conservation achievements.

Overview

Staff awareness of your energy conservation campaigns, brand, and achievements is a good indicator of whether or not your messaging is reaching people in your organization. Setting awareness goals is a great idea; however, measuring awareness can sometimes be more difficult. Often, self-reporting surveys is one of the only tools available to staff for measuring awareness. This means that survey design and methodology are very important in obtaining accurate and insightful survey results.

Measuring awareness might be very closely tied to the way you are measuring your campaigns. See Campaigns for more information on campaign success metrics.

Awareness is also linked to communications. See the Communications Tier Reference for more details on effective methods of communication.

Survey best practices

- Use odd number scales (like 1 to 5) with clearly defined descriptions of what each number value indicates
- Always have 'I don't know' or 'not applicable' response options
- Use a progress tracking bar so that respondents know how far along they are
- Separate questions into pages
- Ensure you have a contact name/email and state how and where the information will be stored and used
- In order to measure progress between surveys retain consistency in certain survey questions
- Remember to send a reminder email several days before the closing date of the survey. This often increases your response rate.
- Offer a prize draw for completion. It's okay to use incentives to encourage participation.

Survey sample sizes

Make a list of the specific target audiences that you are engaging through your campaigns. As you'll learn from the Target Audience Tier Reference, the target audience is a segment of your general campaign audience that you've decided to focus on for a particular campaign. For most Energy Wise Network campaigns, the target audience will be a selected staff group who share some commonalities like work schedules or work tasks.

Be sure to randomly sample from within each of these target groups. To keep your findings representative, the number of people that you sample from each group should be roughly proportionate to the size of that group. You can find the total number of people you will need to sample by using the online calculator at surveysystem.com/sscalc.htm. Use a 95% confidence level and a confidence interval of 5. For population size, enter the collective size of all of your target audiences. Click on the "calculate" button and the system will determine the sample size you would need for your results to be accurate by +/-5%, 95% of the time.

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Purpose of creating awareness

Creating awareness of your energy conservation campaigns, brand, and achievements is a key component to achieving your energy conservation goals. Without awareness among staff or your target audience of your energy conservation efforts, you're not likely to have significant interest or participation from them in campaigns.

Improving awareness of your campaign can result in the following positive changes within your organization:

- Staff recognition of energy conservation work happening within the organization
- Higher levels of staff participation in energy conservation campaigns and initiatives
- Higher levels of staff engagement with all organization-wide sustainability initiatives
- A better understanding among staff of the action they can take to save energy
- A morale boost and increased sense of pride for employees

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Tier 1—Awareness

DEMONSTRATE THAT 33% OF THE TARGET AUDIENCE IS AWARE OF THE CONSERVATION CAMPAIGNS

In order to demonstrate that at least one third of your target audience is aware of the energy conservation campaigns that have been designed to reach them, you'll likely need to create a survey or integrate new survey questions in a pre-existing survey. Campaign awareness surveys should only be made available to staff fitting the target audience criteria and ask specific questions about individual campaigns.

Surveys are a helpful tool because they:

- Can provide both qualitative and quantitative data
- Measure attitudes, opinions, facts and demographics
- Can measure changes over time (i.e. before and after a campaign)

In order to be confident in the results you receive, your responses should form a representative sample (i.e. reach a required portion of the target audience, represent the diversity and variety of your target audience). Your response rate is the number of surveys completed compared to how many were sent out. For more information on surveys, see "Survey Best Practices" in the Overview section or consult your Energy Wise Network coach.

Sample survey questions may include:

- Have you heard of the green team? (Yes/No/I don't know)
- Are you aware of any energy conservation campaigns or projects that have occurred in the past year? (Yes/No/I don't know)
- Which of the following activities did you hear about in the past year? (multiple check boxes)

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Tier 2—Awareness

DEMONSTRATE THAT 50% OF THE TARGET AUDIENCE IS AWARE OF THE CONSERVATION CAMPAIGNS

In order to demonstrate that at least half of your target audience is aware of the energy conservation campaigns that have been designed to reach them, you'll likely need to create a survey or integrate new survey questions in pre-existing surveys. Campaign awareness surveys should only be made available to staff fitting the target audience criteria and ask specific questions about individual campaigns.

Surveys are a helpful tool because they:

- Can provide both qualitative and quantitative data
- Measure attitudes, opinions, facts and demographics
- Can measure changes over time (i.e. before and after a campaign)

In order to be confident in the results you receive, your responses should form a representative sample (i.e. reach a required portion of the target audience, represent the diversity and variety of your target audience). Your response rate is the number of surveys completed compared to how many were sent out. For more information on surveys, see "Survey Best Practices" in the Overview section or consult your Energy Wise Network coach.

Sample survey questions may include:

- Have you heard of the green team? (Yes/No/I don't know)
- Are you aware of any energy conservation campaigns or projects that have occurred in the past year? (Yes/No/I don't know)
- Which of the following activities did you hear about in the past year? (multiple check boxes)

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Tier 3—Awareness



DEMONSTRATE THAT 33% OF ALL PEOPLE AT THE ORGANIZATION ARE AWARE OF THE CONSERVATION BRAND

In Tier 3, your organization has developed a conservation brand for promoting conservation efforts to all staff within the organization. Often, a green team will work to develop, represent, and promote the internal conservation brand. Your Energy Wise Network coach can help you develop your conservation brand and create a marketing and communications strategy to accompany it.

Measuring awareness of the conservation brand will require checking in with staff to see if conservation branding and messaging is reaching them. You can either create a new survey or integrate a few important questions into an existing staff survey. In Tier 3, you are aiming to demonstrate that 33% of all staff are aware of the conservation brand.

Sample survey questions may include:

- Have you heard of the green team? (Yes/No/I don't know) If so, do you know any current members of the team?
- Do you recognize the energy conservation logo? [display logo] (Yes/No/I don't know)
- Which of the following organizational activities do you associate with the energy conservation brand within the organization? (multiple check boxes)

Tier 4—Awareness

DEMONSTRATE THAT 50% OF ALL PEOPLE AT THE ORGANIZATION ARE AWARE OF THE ORGANIZATION'S ENERGY CONSERVATION ACHIEVEMENT

At Tier 4, many people in the organization are aware of and involved in conservation campaigns. At least one third of all staff recognizes conservation branding and is aware of the efforts of the organization's green team or champions. In Tier 4, your focus is on sharing and celebrating achievements.

In order to move your organization into Tier 4, energy conservation achievements are likely to be communicated and promoted at the highest levels of the organization. Energy conservation campaigns are embraced by most staff, conservation branding is easily recognizable and showcased often, and energy savings are measured and reported back to staff regularly.

Similar to the other tier levels, awareness is tracked and measured through surveying. You can either create a new survey or integrate a few important questions into an existing staff survey.

Sample survey questions may include:

- Do you know who your departmental representative is on the green team? (Yes/No/I don't know)
- Are you aware of any energy conservation achievements that occurred in the past year? (Yes/No/I don't know) If yes, please list below.
- Which of the following activities did you hear about in the past year? (multiple check boxes)

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