

KICK START YOUR AWARENESS PROGRAM: 2RW GUIDELINES AND TIPS



Be open to
new, creative
ideas. Engage
a cross-section
of stakeholders.
Have fun!

Provided by
2rw Consultants, Inc.
www.2rw.com

INTRODUCTION: THIS IS ENERGY AWARENESS

Environmental stewardship is an obvious - and commendable - reason for beginning an energy awareness initiative. The 3-20% reduction in energy costs and increased customer and employee confidence aren't bad reasons either.

Your goals are your own. Achieving them, however, first relies on following certain guidelines common to all successful efficiency campaigns.

Over the last five years, the energy initiative experts at 2rw Consultants, Inc. have researched, tested, and implemented the principles of awareness campaigns. Now we're giving them to you: this handbook introduces the goals, elements, and structure of a basic, effective initiative.

These guidelines are not exhaustive—launching a multi-faceted approach to sustainability is no simple task. You will need to modify and expand on this plan, and follow through.

However, you don't have to do it alone: we can answer questions if you get stuck and step in if you need some support.

GET EVERYONE ON BOARD

No lasting, effective change can be made without your head honchos on board. The first step: convince senior management. Here are some key ideas to focus on in your pitch:

Awareness programs, when implemented well, save money.

estimates range from 3% to 25% of energy costs

Your business will also enjoy non-monetary benefits.

42% of businesses reported stronger public image

20% cited increased consumer confidence

44% reported improved employee morale

The environment is better off when we use less.

reduced CO2 emissions

fewer pollutants in the environment

fewer negative impacts on plants and animals

An organization committed to efficiency uses less energy, money, and resources. These savings can be diverted toward improving how the business is run, how service is provided, and how the mission statement is furthered.

After management is on board, putting the program into place can really begin.

Make it clear the program is a priority. Have your CEO or president write and sign a letter committing to saving energy and to the program itself.

PREPARE FOR SUCCESS

Once your senior level management is committed to this effort, you are ready to begin conceptualizing your program. You won't be able to succeed long-term if you jump right in to implementation. And you won't achieve your goals if haven't set any. Establish a team, select some goals, and take a look at your people. Begin your energy transformation on the right foot by taking the time to plan.

LEADERS AND RESPONSIBILITY

select program manager(s)

who will best execute your program principles throughout the year?

assign duties

what are the roles and obligations of program managers and other leaders?

what "baseline" responsibilities will you expect from all participants?

determine processes for approving purchases, displaying information, etc. during implementation



PROGRAM GOALS

define internal and external goals

- what goals will you communicate to employees?
- what goals will you communicate to the public—media, consumers, and competition?

ask what you already do to save energy and water

- does it work with your new goals?
- consider how to monitor success
- what will you measure?
- how often?

EFFECTS

assess how the program will work with and impact your organizational culture

- types of jobs
- communication methods
- decision-making style
- hierarchy of the program versus work hierarchy already in place
- do they conflict?

anticipate solutions to possible conflicts and constraints

- conflict of priorities at work

engage people without compromising their productivity

- plan events around busy periods
- make communications meaningful

constraints or barriers to change at work

- establish the program as a key element in employees' everyday activities
- clarify when energy-saving tactics are not authorized
- example: computers/servers that never "sleep" or shut down to avoid losing data

reluctant opinions or social systems

- promote employee confidence in the program possibilities—
- their involvement and commitment will determine success!
- give employees the authority to make changes that promote efficiency



DESIGN YOUR BRAND

Why do you remember the “Melts in your mouth, not in your hands.” slogan for M&Ms? How is it you know that runner’s shoes are made by Nike? They both have a very strong brand. Now, that may be setting your sights a bit high to be able to compare your awareness program to Nike at the end of the day, but you need your people to remember the program and its objectives. Put thought into designing your brand and then carefully select the five energy saving things you don’t want people to forget.

CAMPAIGN “BRAND”

sketch the central concepts and ideas of your approach

- what qualities, mood, and tone should characterize program materials and communications?
- what topics and ideas are “off limits”?
- how will this “brand” fit into your company or organization identity?
- Are there conflicts?

get creative with your program name and slogan—design a logo too!

We use the word “energy” a lot. However this program should also be about saving water, recycling, reusing materials, and buying local, organic, and post-consumer recycled. When we say “energy” it’s a catch-all term for efficiency and sustainability.

FOCUS YOUR CAMPAIGN

what tips most closely align to your program’s goals?

what, if nothing else, should they remember at the end of the day?

choose top 5 (or top 10) energy saving tips



CREATE YOUR SCHEDULE

You have goals, a team, and a brand in place. That’s quite an accomplishment in and of itself. Now take a deep breath and get ready to jump into scheduling your activities and communication strategies.

As you make a plan, take into consideration the assessment you did earlier of your people and your organizational culture. Will an email reach everyone, or do you have people who work in the field? Not everyone likes statistics; some respond to comics. Find unique ways to reach everyone.

ORGANIZE ACTION

form a green team

- gather volunteers to take leadership roles in promoting change within and across departments
- involve members from each department, if possible

pledge to save

- energy pledges give employees a sense of responsibility to saving energy

training seminars

- let your people know what to do, how to do it and why they should do it
- teach the strategies and then empower them to follow through

department informational session

- meet to discuss goals and progress, new ideas and upcoming events—occasionally with cookies involved

quarterly activities

- events
- contests
- competitions - challenge people to match their peers in savings

recognize energy champions

- reward individuals making exceptional contributions to the campaign

giveaways and rewards

GET THE WORD OUT

posters and banners

post energy tips as well as event dates and times

stickers and magnets

great as giveaways or in event grab-bags

new employee information kits

catch newcomers up to speed on program initiatives while welcoming them to your team

newsletters

emails

keep people engaged with daily, weekly, or monthly reminders

pay stub flyers

energy tips next to earnings are sure to get noticed

information kiosks (touch screen dashboards)

PROVIDE FEEDBACK

real-time data

report resource consumption reduction and savings as they happen
metering and sub-metering your facilities can provide this data

historical comparisons

compare savings and reduction over time—let people know the impact that they are making!
track use through your utility bills and meters

processed information

think numbers or percentages saved (in terms of tons of carbon, number of cars off the road, number of light bulbs turned off, etc.)

ESTABLISH THE PLAN AND CALENDAR

schedule different strategies, to continue to reach people in fresh ways

budget resources evenly to initiative components—events, communication, and contests

keep outreach consistent and constant to maintain employee interest and engagement

observe minimums

one big activity or event per quarter

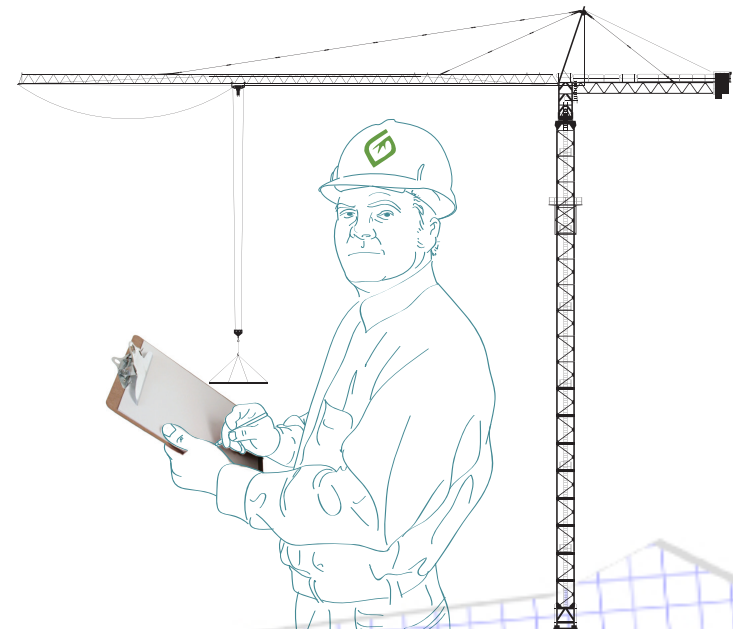
contact twice a month, in at least two modes of communication

refresh old materials, so those posters don't just become background noise that gets ignored

Prizes, even small ones like pens or popcorn, are a great way to engage employees: raffle them off, award monthly energy savers, and hold an energy saving contest between departments!

BUILD AN INTERACTIVE WEBSITE

Awareness needs to be online, too. The website you create will be the backbone of your program. It cannot lag behind in development and updates cannot be forgotten throughout the year.



INTERACTIVE WEBSITE

consider the look

site layout, color scheme, the number of pages

plan the content

articles on energy savings strategies

program feedback

tell people what they're doing well, and what they can do better

give them REAL, up-to-date numbers

energy tips and facts

post a weekly or daily tip—progress is made one habit change at a time

news

current events illustrate the real-world relevance of energy and resource awareness

FAQs

entertain

comics

cartoons

games

connect

online forms let users

ask questions about energy efficiency and sustainability

report energy or water waste within the facility such as leaky faucets

submit their own ideas to save energy or water, such as unneeded lighting during second shift hours

how will you route the submissions to the right people, to be answered and implemented?

organize updates

providing new content will draw users back to the website, therefore information should be updated at least twice a month

who will be responsible for making the changes?

who will be responsible for making sure they are completed on time?

**Employees
learn tips for
daily use in a fun
(and funny) way!**

REACH OUT AND SPREAD THE WORD

We want to make sure your organization reaps the positive PR from implementing this program and working towards a sustainable future. Provide your marketing staff members with details about what you're doing so that they can spread the word. If you're on your own, reach out to your constituents and the media using these techniques.

PUBLICITY

engage the media by communicating program actions and successes

press releases

newsletters and e-newsletters

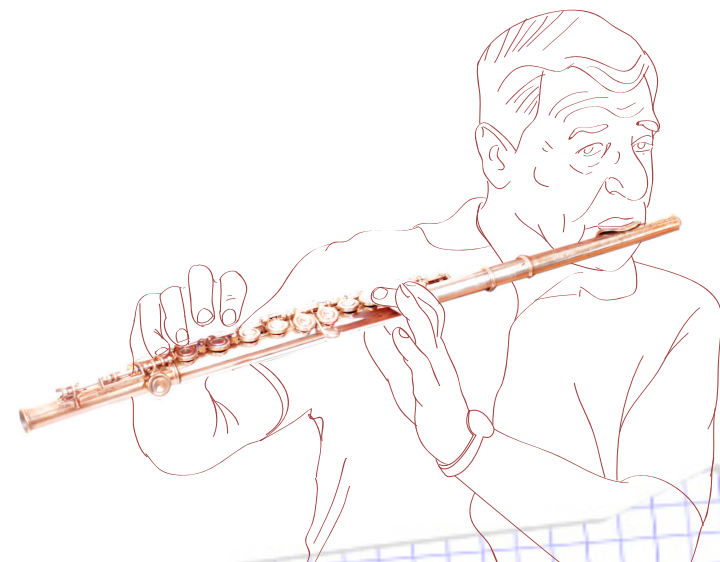
public website updates

spread the word on your efforts and successes on your organization's external website

invite local media—newspapers, TV stations, magazines, radio, even blogs—to events in order to increase program visibility

bring in the community

encourage your local community to take part in your events and activities; they will take home the mentality of efficiency and positive perceptions of your dedication to your neighbors



REMEMBER THE ENERGY TIPS

There are many places on the internet that provide tips, almost all of which include information that is worth remembering, but so that you have all of your energy (in the “catch-all” sense of the word) resources in one place, here is the list of tips we’ve gathered over the years.

Lighting

Turn out the lights every time you leave your office, empty common space, or any other unoccupied area.

Use task-specific lighting.

Use compact fluorescent light bulbs (CFLs).

Use natural lighting (sunlight) rather than turning on the lights.

Computers

No screensavers—set monitors to enter power save or “sleep” mode.

Turn your computer off at the end of the day.

Choose a laptop over a desktop.

Temperature

When the heat or A/C is on, keep external windows and doors closed.

Turn down the heat overnight when you are away.

Do not set your thermostat to extremes – it will not heat or cool the space any faster.

Turn on the ceiling fan – it helps circulate the air and keep the space cooler.

Move lights, appliances and machines away from thermostats.

Close the blinds on your windows during the cold months to keep heat in and cold out.

Move desks and cubicles away from windows.

Keep heating and cooling vents unobstructed.

Close the air vents in rooms that are rarely used.

Appliances

Unplug all appliances and chargers when they aren’t being used.

Plug all appliances and chargers into a power strip that you can turn off with one switch.

Have the vending machine operator turn off the advertising light in machines.

Look for the Energy Star label when buying appliances, products and lights.

Share printers and fax machines with colleagues.

Keep your refrigerator fully stocked.

Set refrigerator temperature to 38°F and the freezer to 0-5°F.

Adjust water heater temperature to 120 degrees.

Communication

Use phone, internet and video-conferences when possible rather than traveling to meetings.

See something that is wasting energy? Report it or fix it right away.

Suggest energy saving ideas for your department.

Paper

Print on both sides of the paper.

Set your printer’s default to double-sided (duplex) printing.

Use the blank side of any paper to take notes and jot down messages or to-do lists.

Send, read and save documents electronically instead of printing them out.

Change your margin settings to 1” (or smaller!) on all sides of your document.

Ask companies to remove your name from catalog mailing lists to reduce junk mail.

Lifestyle

Recycle and compost!

Buy recycled products and those with high post-consumer content.

Drink from the tap and refill a reusable water bottle instead of buying bottled water.

Carry a re-usable mug for hot beverages instead of using paper, plastic or Styrofoam.

Reduce the impact of your meetings and events by using real dishes

Support local growers and farmers—buy locally produced foods and products.

Take at least 2 reusable bags every time you shop.

Use rechargeable batteries.

Purchase Energy Star, Greenguard, Green Seal or Fair Trade certified products.

Register to vote so you can create help change in environmental policy decisions.

Automobile

Drive sensibly. Aggressive driving (speeding, rapid acceleration and braking) wastes gasoline. Above 60 mph, gas mileage drops rapidly.

Do not idle your vehicle – it gets you 0 miles per gallon.

Walk, bike or use public transportation to commute to work at least once a week.

Check into telecommuting, carpooling and public transit to cut mileage and car maintenance costs.

Combine errands into one trip.

Replace clogged air filters to improve gas mileage by as much as 10% and protect your engine.

Get regular engine tune-ups and car maintenance checks.

Keep tires properly inflated and aligned to improve your gasoline mileage by around 3.3%.

Use the grade of motor oil recommended by your car's manufacturer.

Reduce drag by placing items inside the car or trunk rather than on roof racks.

Clear out your car; extra weight decreases gas mileage.

Use air conditioning only when necessary.

Use cruise control on the highway.

LEARN MORE AND GET ADDITIONAL SUPPORT

You're on your way. As you plan and implement your program, you will run into roadblocks. For additional strategies, ideas, and information about saving, take a look at these websites for inspiration. Similarly, if you ever get to the point where you're over your head, know that you can call 2rw and we can be your awareness program superhero and come to the rescue.

<http://www.eere.energy.gov/> - Department of Energy's Energy Efficiency & Renewable Energy homepage

<http://www.energysavers.gov/> - EERE subpage with strategies for saving energy and money

http://www1.eere.energy.gov/femp/services/yhttp/create_campaign.html#ceap - EERE "You Have the Power" Create Your Own Campaign Resource

<http://www.ase.org/> - Alliance to Save Energy homepage

<http://www.encyvermont.com/pages/> - Vermont's Energy Efficiency homepage

<http://www.portlandonline.com/osd/> - City of Portland, Bureau of Planning and Sustainability

<http://www.greencampus.harvard.edu/> - Harvard University, Office of Sustainability

<http://energyquest.ca.gov/index.html> - Energy Education Website of the California Energy Commission

<http://www.fypower.org/> - Flex Your Power – California Energy Efficiency and Conservation homepage

<http://www.wri.org/publication/working-9-5-climate-change-office-guide> - World Resources Institute - Guide to climate change and practical steps to measure and reduce CO2 emissions

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