

Power Smart Energy Conservation Library

Employee Engagement

How to develop a Power Smart Employee Awareness Program

To help your business save energy, a great first step is to change your lighting and buy new energy-efficient office machines. But for maximum energy savings, you will need to go further and get everyone in your business involved in finding new ways to save.

By developing a Power Smart Employee Awareness Program, whether you have one employee or hundreds, you will help make sure your investment in energy efficiency will continue into the future. To develop an effective program, we suggest you:

- **Establish a clear vision** of what you want to achieve - for example:
 - We want to save five per cent on our energy bills over the next year, or
 - We want to educate every employee about energy efficiency at work and at home.
- **Create a "green team."** An employee-run green team can help inspire and encourage colleagues to make sound environmental choices in every facet of their working lives. Green teams can also help management make changes across the company, such as developing green purchasing policies or providing subsidies for eco-friendly commuting practices.
- **Profile your target audience** and determine the best ways of communicating with them. For example, if your employees are scattered in a number of locations, you may need to use different communications (e-mail, perhaps) than a business where staff are all in one place (where morning meetings would work). Also begin to think about what will appeal to your employees most - these are your core messages: for example, is it the message that saving energy will help the environment, or that saving energy will help our bottom line and job security, or both?
- **Develop and implement a communications plan:** this is how you are going to reach your employees and convince them to become energy savers. You might consider:
 - putting up posters about energy efficiency
 - adding energy efficiency as an agenda item at your regular staff meetings
 - developing a series of power-saving tips or "reasons to be energy efficient" to distribute with each pay check - such as "energy efficiency will make our office more comfortable and productive," and "energy efficiency reduces the amount of harmful greenhouse gas emissions our business produces"
 - establishing an Energy Awareness Day
 - inviting a guest speaker from BC Hydro, or

- running an energy-saving challenge - for the store with the most energy savings, for example, or the employee with the most new energy-saving ideas.
- **Recognize and reward energy-saving behaviour.** An effective awareness program never stops. Reward those who have contributed to achieving your goals - have the chocolate fairy leave rewards for people who turn off their computers at night, for example, or if you have a newsletter, run a story on someone who's come up with a great idea for saving energy in the workplace. Remember to tell your customers about your successes as well - they will appreciate what you are doing for the community and the environment.

Remember, too, that you are not alone! BC Hydro has developed a whole range of tools and resources to help you with your employee awareness program. Visit bchydro.com/powersmart or call 1 877 431 9463.