

# Power Smart Energy Conservation Library

## How to Launch a BC Hydro Challenge

Want help in encouraging the members of your business association to go green? Consider launching a joint challenge with BC Hydro, where together we will design, execute and promote a conservation campaign for your members. Here's how it works...

Together, BC Hydro and the Strathcona BIA have compiled this *Conservation Library* as your go-to resource full of energy-saving tips, information, and programs to help improve the bottom line of your business and reduce environmental impacts.

1. You contact us at the Product Incentive Program (PIP), and we work with you to:
  - o establish a realistic goal for your association – for example, a five per cent reduction in electricity consumption over 10 months
  - o design a month-by-month plan for promoting the challenge among your members and for launching a series of monthly activities, and
  - o generate ideas for activities, promotions and other activities that would be of interest to your members.
2. Each month, we provide you with articles, tips, posters and other resources. You distribute these resources through your existing communication channels – newsletters, web site, mail outs, etc. – and we work together to engage local media to cover the challenge in their publications.
3. We help you measure the challenge's success, based on your association's goals.
4. We recognize the successful achievement of your targets through such activities as:
  - o a press release to relevant media outlets
  - o a success story on the bchydro.com web site, and
  - o making a presentation at your annual general meeting or other event.

Interested? Give us a call at 1 866 522-4713.