



Creating an awareness campaign

Energy awareness
in your business

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Every year, £2.4 billion – 21% of the total spent by UK businesses on energy – is wasted. Much of this waste could be avoided by greater energy awareness. In the work place, energy efficiency cuts costs, improves competitiveness and helps safeguard profits and employment. It also enhances an organisation's reputation by helping combat climate change. The first step is to raise awareness of energy use and its implications.

This guide provides ideas and resources to motivate every individual to save energy. This will ensure long-term benefits for people, the business and the environment.

Climate change is emerging as a major challenge for modern society. Government, business, and wider society will all be affected and all have a role to play in tackling it.¹

¹ From the Climate Change Challenge, Scientific Evidence and Implications (CTC502) – available from the Carbon Trust.

How to use this guide

You know what works for your business and your people best.

Customise

Creating an energy awareness programme depends on your own particular circumstances. Some companies are more advanced than others, while some individuals are less energy aware than their colleagues.

Think how the information in this guide relates to your own organisation and tailor your energy awareness programme accordingly. You may already have initiatives in place that you can develop, or you might need to try different tactics to get your campaign noticed.

You may not need to use all the ideas outlined here. Please choose what is appropriate for your circumstances.

To make energy awareness part of your organisation, there are four essential steps: good **planning** – so you can realistically achieve your goals; effective **implementation** – choosing the correct time and assigning roles and responsibilities; **checking** its effectiveness and **reviewing** awareness throughout your company – allowing room for feedback and finally; **maintaining** that level of commitment.

For further information on energy awareness, contact the Carbon Trust. A number of free resources – such as posters, booklets and stickers – are also available from the Carbon Trust. See the information in the pocket at the back of this guide.



Four steps to implementing an awareness programme

▶ Step 1: Planning



▶ Step 2: Implementation



▶ Step 3: Checking and reviewing



▶ Step 4: Maintaining



Call the Helpline on 0800 085 2005 or visit the website
www.thecarbontrust.co.uk/energy

▶ Step 1: Planning



Good planning is fundamental to the success of an energy awareness programme. Here are the main points to consider:

- ▶ Support and resources
- ▶ Your current situation
- ▶ Your target audience and goal setting
- ▶ Messages and communication channels.

A food wholesaler instigated a number of simple but effective low-cost energy saving measures which are reducing energy usage – and saving money on the bottom line. They are looking at annual savings on their energy bills of between 5 and 10%.

Myth: Turning up the thermostat to well above the temperature required will heat up a room quicker.

Reality: A room will heat up at the same rate, whether the thermostat is set to 20°C or 25°C. If the thermostat is set above the temperature required, energy will be wasted once that temperature is achieved.

Support and resources

Support from senior management is critical and should be visible to all staff in the organisation. Without their support, your programme might not work. Persuading a member of the management team to champion the campaign will improve its chances of success.

You will need practical resources to begin your energy awareness programme. Where will you get them from? Who has the authority to grant them? You might want to set up an 'Energy Team' which includes representatives from all parts of the organisation. If this is not appropriate, make sure that you can call upon help for specific aspects of the programme.

- ▶ People – you may need others to help you to run the initiative. Approach potential candidates and ask them to commit to the programme
- ▶ Services – think about whose support you will need e.g. IT, in-house reprographics, human resources, etc
- ▶ Systems – how does your organisation disseminate information? Systems already in place could include internal mail, intranets or standard communications from human resources.

Secure a budget

Plan a realistic budget. You will need to budget for the production of promotional materials – their dissemination and creating incentives, such as competition prizes, etc. Money spent preparing good quality materials will increase the chances of overall success. We estimate that you will need between 1% and 2% of the total annual utility bill to create a successful energy awareness programme. To keep costs down, make the most of existing internal resources and make use of supporting material from the Carbon Trust.

Time allocation

Time – and not just money – is important. Make sure that you have allowed for sufficient time to carry out the programme effectively.

Specify your own role in your work schedule. Decide what you are going to do and set aside particular times when you will carry out these tasks. If possible dedicate a set time each week to the awareness programme.

Remember to consult your colleagues. Allow time for them to provide feedback. Make sure you take on board comments, suggestions and queries from staff. If you don't, people will become uninterested. You will lose the benefits of any good work to date.

Once support has been assured and resources have been secured, then start to assess your current situation.



Your current situation

Where are you now? The following are ways of assessing and recording your current situation. This should be done before, during and after the campaign, with the results compared and publicised.

- ▶ Know your company's energy consumption
- ▶ Identify where and how most energy is wasted and by whom
- ▶ Find out how aware staff are about energy waste.

Know your company's energy consumption

You cannot identify realistic objectives or plan strategies unless you know your current situation.

Measure – it is crucial that you identify your organisation's current energy consumption, both in terms of cost and units of energy: (electricity – kWh, and cubic feet of gas which is often converted to kWh for ease of comparison).

Your supplier will be able to tell you

- ▶ Your unit consumption and costs for the last twelve months
- ▶ The units and month of peak demand
- ▶ The cost of supply.

Find out how aware staff are about energy waste

Get your colleagues to complete the short questionnaire found in the back pocket of this guide. You may want to complete it with them in order to glean more information about current attitudes and awareness and also to ensure it is done within your time-frame. Calculate the results in each section and record the percentages in the table on the page opposite.

You can use this table to monitor whether attitudes are changing by having staff complete the questionnaire before the campaign, during it and afterwards.

Your target audience and goal setting

Information from the questionnaire will help you decide who should be targeted and on which level (financial, environmental, motivational etc) to base your campaign and messaging.

- ▶ Define your audience
- ▶ Target high-energy users
- ▶ Identify what they need to do
- ▶ Set your goals.

Define your audience

Your staff – many different groups and individuals – will all be key to the success of the programme. These may include the Managing Director and other senior management, supervisors, business teams and support staff. Don't forget about external contractors, such as cleaners or security staff who may also use energy or control its use. All these people will influence energy use in different ways. Walk around and talk to people. Most people will be interested in doing their bit to save energy once they are shown how and why.

Myth: It's better to leave fluorescent lights on rather than turning them off when you leave a room.

Reality: This consumes unnecessary energy. A fluorescent tube uses over five hundred times more energy if left on for fifteen minutes than the energy needed to restart it.

Energy awareness summary

Attitude What is the general attitude of people towards energy saving?	Current %	Mid %	Post %
Very positive; staff actively save energy and believe they can make a difference			
Aware and positive, but it's not part of the daily work culture			
Quite energy aware and occasionally pass on information			
Neutral but no commitment: some staff occasionally try to save energy			
Generally negative and apathetic towards energy saving.			
Environmental Impact To what extent are people aware of the environmental impact of energy use?			
Very aware and informed			
Most are aware of the environmental impact			
Aware of some of the issues			
Aware, but are not convinced or have not yet made the connection			
Hardly anybody is aware of the environmental impact.			
Cost and Waste What is the level of awareness of energy costs and where energy is wasted?			
People are aware of costs and where energy is wasted			
People are aware of the costs, but not aware of where energy is wasted			
People are not aware of energy costs or where it is wasted.			
Energy Saving To what extent are staff aware of the ways in which they can save energy?			
People are well informed and conversant on how to save energy			
People are aware of more than basic measures of saving energy			
People are aware of basic energy saving measures, (i.e. turning off lights, turning down heating etc)			
People are not aware of energy saving measures.			
Motivation How motivated are people to save energy?			
People are motivated and influence others to save energy			
People are motivated and act on an individual basis			
People are motivated but enthusiasm is lost due to general apathy			
No-one is motivated to save energy.			

**Use the questionnaire in the back pocket of this guide to obtain the figures.*

Target high energy users

Who or what uses the most energy within the organisation? Which usage can be controlled? Where can you save the greatest amount of energy? Conduct a low key walkabout to note good and bad practices of energy usage. A checklist is provided at the back of this guide.

Some individuals or groups will use particularly high levels of energy. Target them first to maximise energy reduction. Using dedicated metering, it is possible to monitor energy use on an area by area basis.

Identify what they need to do

There are many myths surrounding the issue of saving energy and it is vital to debunk them. You will need to address the fact that some individuals may not have the authority to change working procedures. You need to think carefully about how people at different levels within the organisation can contribute to saving energy.

Set your goals

Use the information gained to set goals, for example:

'Reduce energy costs by 8% in eighteen months' or 'Reduce our electricity bill by 6% in twelve months.'




Once you've selected your audience you need to decide how to best get your message across.

Lighting an office overnight wastes enough energy to heat water for 1000 cups of tea



What will motivate your staff to save energy? Use the table below to help you decide.

Motivation	Explanation
Increased productivity Marketing	More efficient equipment can result in people being able to do their jobs better. Energy efficiency is a positive step in greater environmental responsibility. It can create a good marketing message about the organisation to your customers and shareholders. Corporate Social Responsibility is gaining importance in many boardrooms; being seen as 'green' enhances an organisation's reputation.
Improved reliability Financial Environmental Improved comfort Morale	Equipment used efficiently and correctly works better and longer, resulting in cost savings, less equipment "downtime" and fewer demands on maintenance staff. Staff with financial responsibility will respond better to the cost savings from energy awareness which lead to higher profit margins. Employees are not usually motivated to save money for their employer unless improved financial performance can result in increased job security and/or profit related bonus. Make people aware of the positive effect their actions can have on their global and local environments. Saving energy is one of the simplest 'green' actions. For some, environmental issues are significant. By making the link between energy use and the environment, people can appreciate that they can make a difference. Better control of heating and lighting leads to a more comfortable working environment. This may have potential health benefits and may result in greater productivity. Having better working conditions as a direct result of being energy efficient has a positive effect on the attitude of most people.
Saving in the home Charitable giving Competition Recognition	Although staff may not always respond to energy awareness at work, most will be interested in saving energy at home (including vehicles). People are motivated by self-interest; persuade them that methods used to save energy at work can apply to the home and save them money. Some people are motivated by helping others. Appeal to them by agreeing to donate the equivalent costs saved through energy efficiency (or a percentage) to charities nominated by staff. Some individuals respond to the challenge of competition. Can you set up competitions between sites, buildings or departments regarding energy savings i.e. who can make the greatest savings? Recognise the actions and successes which staff make with energy savings. This will encourage them to make further suggestions.

Key:	 Will appeal mainly to management
	 Likely to appeal to all levels
	 Will appeal mainly to staff

Messages and communication channels

- ▶ Create content
- ▶ Select relevant motivational themes
- ▶ Use appropriate language
- ▶ Select the right communication channels.

People are constantly bombarded with promotional messages. Be aware of promotional overload: people tend to look at subjects or issues that interest them and ignore the rest.

Your messages and slogans will have to be punchy and varied to interest different people. There are some examples to be found on page 23 – Messages and slogans.

Create content

Think what you want to communicate to your different audiences. How can you best tell your colleagues about your organisation's current energy use and how to reduce it?

Background reading on the scientific evidence and implications of climate change will arm you with useful information as there will invariably be sceptics. A good source of facts is the report; The Climate Change Challenge (CTC502), which you can get from the Carbon Trust. This information could also be used in presentations and posters if you think your organisation will respond to facts like these.

Asking people to do too many things at once may be confusing and too daunting. Group the messages by topic; for example, heating, lighting, computers etc. People are more likely to take action if they are given only one or two activities to carry out. In an industrial workplace, for example, aim for simplicity; e.g. "Can you switch off unused equipment at lunch time?".

Select relevant motivational themes

In cold weather, focus on heating messages; in hot weather, highlight cooling. For the rest of the time, consider messages which deal with lighting or equipment.

Staff may not respond to just being told to save energy. The message "Switch off lights while not in use" without a rationale may simply result in apathy or even resentment. Motivate people and offer incentives by stating underlying reasons.

People will respond to different reasons for saving energy. It depends on their position and how long they have been with the organisation. It might also be important to consider the kind of person they are, and the things they respond to outside of work. Senior management will be motivated by the business benefits, while other staff are more likely to respond to something which will benefit them directly such as reinvesting savings to improve facilities, for example the kitchen or common room.

Use appropriate language

Use the right language for the target audience. Unless you are addressing a technical audience, do not use technical language. Keep it simple and appropriate. Be aware of the language the organisation already uses to communicate. Does it work? What gets noticed?

Your first communications are very important. An attention-grabbing, thought-provoking message will interest people in energy saving and lessen their initial resistance. Consider using a staff briefing/meeting as the forum for your first communication.

Select the right communication channels

Once you have identified your target audience and the appropriate messages, work out how to convey them.

Use an assortment of methods as people respond differently to each medium. Some will respond to pictorial messages, others to written messages and others will listen to verbal communications.

There are a number of routes to choose from depending on your audience and the particular message. Select the most appropriate delivery routes for your organisation. The table opposite contains a list of key routes to deliver your energy awareness programme. Think how feasible each of them will be where you work and the possible impact they might have.

The programme can now begin.

Myth: When an appliance is left on standby, it's off.

Reality: Many people presume electrical products are off, when they are on standby. In this mode, they continue to consume power. Be especially wary of equipment that has a remote control: this is a telltale sign that the equipment is on standby while waiting to receive the "on" signal from the remote. A red or green LED light is another telltale sign.

Key communication routes	
1. E-mails	A direct form of communication, but avoid overload.
2. Presentations and/or training	A dedicated presentation or longer-term training on energy saving is an ideal opportunity for getting the message across. Free or low cost videos are sometimes available from the Carbon Trust.
3. Posters	These remind people to save energy but they must be renewed at regular intervals.
4. Staff newsletters	Use staff communications where available, to inform people and report successes.
5. Meetings	Put energy on the agenda.
6. Walkabouts	Walk round the office at regular intervals to establish good practice.
7. Stickers	Encourage people to think about saving energy at the point of use, e.g. on photocopiers.
8. Word of mouth	Generate messages to stimulate interest and get people talking.
9. Displays	Use part of an existing notice board or create a dedicated one about energy saving, or to inform on how the campaign is going.
10. Competition	Create competitions between teams, different buildings etc. or set them up to design a poster or quizzes.
11. Internal communications	Include the energy saving slogan or message in memos, minutes or other standard internal communications.
12. Letters	Sending a letter about the initiative to a home address will attract attention.
13. Payslips	Adding energy saving messages to payslips is a good way of attracting attention.
14. Energy literature	Create leaflets, booklets or newsletters to show people how they can save energy.
15. Suggestion schemes	Provide the means by which people can suggest energy saving ideas and offer rewards.
16. External input	Invite experts to talk about energy saving and environmental issues.

Step 1: Planning checklist		✓	✓
Support obtained from senior management			Target audience defined
1%-2% of annual energy budget secured			Goals have been set
Realistic allocation of time			Motivational themes defined and content created
Historic energy consumption recorded			Key communication routes defined
Awareness questionnaire completed			

▶ Step 2: Implementation



Now you've planned your programme, it's time to take action and put your plans into operation.

- ▶ When to start
- ▶ Assign roles and responsibilities
- ▶ Gather and prepare promotional materials
- ▶ Launch the programme.

When to start

Carefully consider when the programme should begin. The summer offers saving opportunities in switching off unnecessary lighting and improving ventilation, while the autumn is a good time to get staff thinking about heating.

Timing is important

Avoid times when the organisation is really busy or when staff morale may be low (after redundancies, for example). At such times, your programme will only be resented and not given due attention. Avoid holiday periods as 100% staff occupancy is potentially 100% staff awareness.

How long should it run?

The longer the campaign runs, the greater the message will become embedded in people's minds, however – ensure the campaign does not become stale. Measuring after a longer term and comparing against your initial benchmarks should reveal increasingly higher levels of success which can be publicised. Alternatively, if energy reduction habits are slipping, facts and figures can be used to get the organisation back on track.

Myth: Heat rises.

Reality: Hot air rises. So don't block radiators with furniture or other items – this prevents air circulating and could be a fire hazard.

Assign roles and responsibilities

You will need other people to help you. Assign roles and responsibilities carefully. If you are able to assemble an 'Energy Team' it should be a good representation of staff. The better the mix of team members, the more likely it is that all their colleagues will respond positively.

Most of all your energy awareness campaign needs a champion – someone to spread the word and inspire.

Gather and prepare promotional materials

Look professional. The Carbon Trust provides free materials such as posters and stickers, which may be effective in your organisation. Find some examples at the back of this guide. Alternatively, you could create your own material suited to your particular industry or business. Themes or slogans should be short, catchy and thought provoking. Think of a memorable name for your programme. The BBC, for example, called theirs "Watts On".

Launch the programme

If it is appropriate, launch the initiative with an event or as part of a staff meeting. A day or week dedicated to energy awareness can kick start your campaign, even though it will run for longer.

- ▶ Make sure you do not clash with other initiatives
- ▶ Choose a time when people are able to attend
- ▶ Ensure that everyone knows about the event
- ▶ If possible, get external publicity for the event. If you have one, ask your PR team to write a press release
- ▶ Make sure a senior management representative attends the event or participates – their endorsement will ensure credibility and a high profile
- ▶ Don't forget to collect people's comments.

Disseminate the materials/messages over a phased period of time – don't do everything at once. Maintaining and sustaining interest will be challenging.

Once you are underway, keep the momentum going.



Step 2: Implementation checklist		✓
Agreed a start date		
Roles and responsibilities agreed and scheduled		
Promotional materials delivered and/or produced		
Senior management have confirmed attendance for the launch.		

▶ Step 3: Checking and reviewing



- ▶ Measure the success of the programme
- ▶ Get staff to feed back ideas, comments and suggestions
- ▶ Report to staff and management

There will always be negative individuals who are not interested and are critical of the programme. Don't let them sabotage the efforts of others.

Myth: Screen savers save energy.

Reality: They are not designed to save energy. They help maximise your screen's useful life. Some screen savers actually increase energy consumption.

Measure the success of the programme

At various points along the way, measure your organisation’s progress towards set targets.

If your target is based on your energy consumption, review your energy usage regularly. Conduct another energy walkabout to see how things are going.

Revisit the energy awareness summary on page 7. Complete the questionnaire again with staff and compare this to your initial findings. Have the overall percentages increased in the right places?

Assessing the success of your campaign will show what is working and what areas need additional work.

Feedback

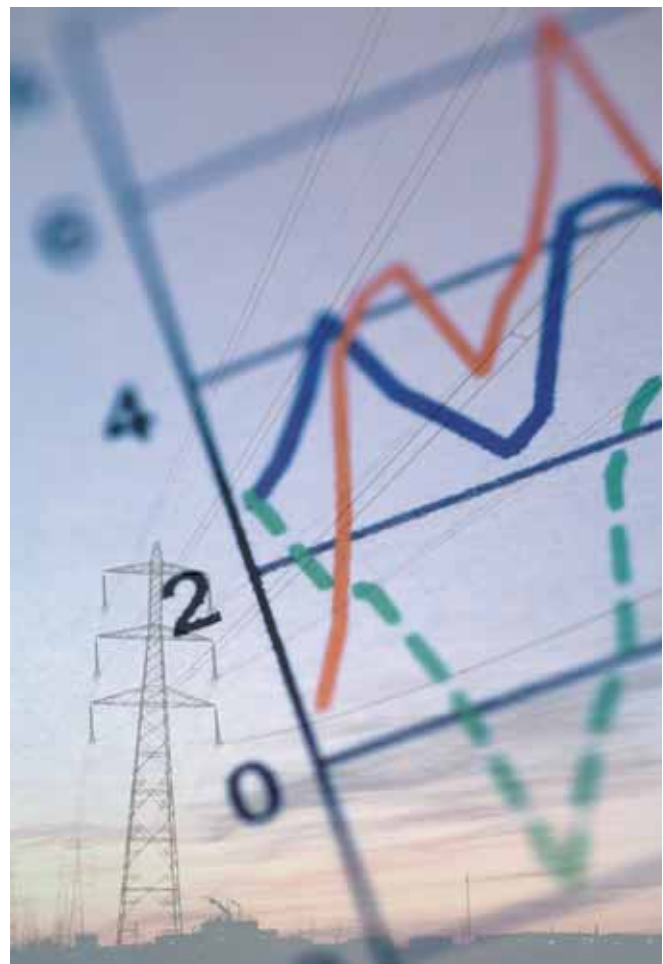
By listening carefully to ideas, comments and suggestions, you can gauge how effective the programme is and make staff feel more involved.

Ensure that this communication route is accessible to everyone. Make it visible and easy to use. If most of your staff don’t have access to computers, then use another method. For example, use staff meetings or quality forums to hold a Q and A session.

Remember to thank staff for their feedback and act where appropriate. Allow time to respond to their comments and concerns.

Report to staff and management

Progress reports can also be a powerful motivator. Think about what staff are interested in and report their successes accordingly. For example if your staff are motivated by environmental issues, relate progress in these terms. If you are running competitions, reveal who is leading or who has won. If staff members are aiming towards direct incentives, let them know how close they are to the goal. Create easy-to-understand diagrams or graphs to show progress. A chart or information board in reception or a foyer is a sure way to keep everyone aware and informed.



Step 3: Checking and reviewing checklist	
Compare your energy consumption with the figures you recorded at the start of the campaign	✓
Repeat the awareness questionnaire	
Report progress to staff and management	

▶ Step 4: Maintaining awareness



- ▶ An energy culture
- ▶ New employees
- ▶ Maintaining momentum

Learn from your experiences and incorporate them into the programme.

Myth: Turning a computer on and off frequently uses more power and damages the hard drive.

Reality: The belief that frequent shut-downs are harmful persists from the days when hard drives did not automatically park their heads when shut off. Modern hard drives are not significantly affected by frequent shut-downs.

An energy culture

Energy awareness should now be as much a part of the culture of your organisation as safety, quality and customer care. An energy policy is a public commitment to energy efficiency and the environment. It demonstrates the level of management support for energy efficiency both within the organisation and externally. Write this in conjunction with your company energy champion or senior management team.

New employees

Ensuring that new employees are informed about energy issues can be effective. Dedicate a section of their initial training to energy awareness or create a section about it in any literature they receive upon joining the company. Gaining the cooperation and interest of new staff boosts energy awareness and re-alerts others to their responsibilities.

Maintaining momentum

To maintain interest:

- ▶ Continue to communicate messages at longer intervals. Adjust these messages according to what is or is not working
- ▶ Build energy awareness into job descriptions where possible and appropriate
- ▶ Work procedures – include energy efficient practices in the work place
- ▶ Consider energy usage when purchasing new equipment and training people to use it
- ▶ Maintain displays, posters etc. making sure that they are refreshed at regular intervals
- ▶ If competitions are successful, continue to run them at regular intervals and obtain sponsorship if possible
- ▶ Run an 'Energy Week' each year. Use the opportunity to reaffirm the messages of the energy awareness programme. Vary the content and approach to keep interest up.

Above all, continue to monitor energy awareness and review it throughout the organisation. Learn from your experiences and incorporate them into the programme.



Step 4: Maintaining awareness checklist		✓
An energy policy has been written or is on the agenda		
New employees are informed about energy issues		
Displays are refreshed		
Your achievements are publicised		



Campaign tools

E-mails

- ▶ A direct method of communication where most staff use computers
- ▶ Allows targeted messages to be sent
- ▶ Appropriate delivery route for messages about computer use
- ▶ Can also be used for further questions, ideas, suggestions etc.

Effective e-mail messages should be relevant and interesting. Do not annoy or bore your colleagues. Don't make the e-mail too long – aim to get straight to the point – and, if possible, use graphics and/or colour in the e-mail. Don't overload recipients with too many messages as this can cause a negative reaction.

Displays

- ▶ Use part of an existing notice board or create a dedicated energy display as a focal point for communications
- ▶ Focus your communications. Concentrate on one or two particular issues at a time and change them regularly to maintain interest
- ▶ Location. Place the display where everybody can see it, including visitors
- ▶ Use compelling images. People will be put off by a lot of text. Use images such as photos, cartoons, energy use charts etc
- ▶ A contact sheet featuring useful clipart can be found in the back pocket of this guide to help you make your own posters. All promotional and informational materials that you produce should adhere to your company's standards
- ▶ Use durable material. Laminating display materials ensures their quality and longevity.



Posters

Posters can contain different types of messages: news, questions and commands. Can you produce a series of posters targeted for your particular business? There are general posters available from the Carbon Trust. See the insert at the back of this guide.

Remember:

- ▶ Focus on a different issue for each poster
- ▶ Use images – internet search engines will guide you to royalty-free images
- ▶ Replace them regularly, e.g. monthly, as they have a limited shelf-life
- ▶ The better the quality, the more effective a poster campaign
- ▶ Place posters at point-of-use and at eye-level (don't place them in windows as this will cut out light).

A poster usually suggests action that can take place now. The message must be short so that the lettering can be bold and large and seen at a distance.

Posters can also generate word-of-mouth communication.

Stickers

Like posters, stickers can be used to target different equipment or individuals.

- ▶ Use stickers at point of use, on or near equipment, e.g. photocopiers, printers, computers, lights, machines etc
- ▶ Label equipment with colours, e.g. red, switch off after use; green, can leave on
- ▶ Label those light switches which should be switched off first, i.e. rows of lights beside windows
- ▶ Label equipment with high energy use
- ▶ A simple image can convey a command but add an explanation, as it may simply be ignored.

Stickers are available from the Carbon Trust. See the samples at the back of this guide.

Promotional materials

Include messages on promotional materials such as diaries, calendars, Christmas cards, leaflets, brochures, mouse mats etc.

If possible, add energy saving messages to your organisation's website or create dedicated web pages about the programme.

If aimed at clients, detail messages about your achievements in energy saving – this is a good marketing message which can help enhance your company's image.

Word of mouth

Word of mouth is often the most powerful method of communication. Successful messages are those which provide information and get people talking about the issue.

Catchy slogans and messages specifically tailored to your work place can help dispel myths, negative comments or misinformation that may be circulating. See *Messages and slogans* for some examples.



Staff newsletter/magazine

Does your organisation produce a newsletter or publish a magazine? You could use it to publicise the energy awareness programme.

- ▶ Think about its audience – is it taken home by staff or sent to clients or suppliers?
- ▶ Make raising energy awareness a regular feature
- ▶ Report on success stories and, if possible, include photos of the people involved for greater relevance.

Incentives

Does your organisation have a system of staff bonuses? Could a percentage of saved energy costs directly contribute towards these? It could appear on a pay slip as an 'ESB' – Energy Saving Bonus.

Pay slips

- ▶ People will look at messages printed on pay slips as they want to know what they have been paid
- ▶ Pay slips are taken home, so tailor messages so that staff think about energy use in their home
- ▶ Messages can be appropriate to the month
 - February – 'Turning down the thermostat by 1°C knocks 10% off heating bills'
 - April – 'Now the clocks have gone forward, adjust curtains and blinds to let in as much natural light as possible'.

Though pay slips can present personal messages, use sparingly. If messages appear too often, they will lose their appeal.

Competitions

By offering attractive prizes, you can motivate people and raise the profile of a programme. Competitions are also an excellent way of getting staff to participate in saving energy.

Create competitions between teams, departments and/or buildings to see who can save the most energy.

Ideas for competitions include:

- ▶ Design a poster
- ▶ An energy quiz
- ▶ Staff energy saving ideas with a prize draw for entries
- ▶ Create slogans – the best slogan wins.

Who will participate?

Depending on the type of competition, target them at staff or their children. Asking children to compete in the design of an energy saving poster is a good way of personalising the issue. It also generates interest outside their immediate work environment.

Have clear rules concerning:

- ▶ Who is responsible for running the competition
- ▶ Start and end dates
- ▶ Criteria for judging winners
- ▶ Who is responsible for judging winning entries, e.g. appoint a panel
- ▶ Multiple entries
- ▶ How will the prizes be awarded?
- ▶ Ask local companies (or suppliers, like utility companies) to donate/sponsor prizes in exchange for free publicity
- ▶ Stagger the prize giving to maintain momentum; i.e. have a 'winner of the month'?

Remember:

- ▶ Advertise the competition throughout the company
- ▶ Keep it simple – the more difficult a competition, the fewer people will enter
- ▶ Announce the winners and have a senior manager hand out the award.

Meetings and presentations

- ▶ Can you put energy on the agenda of existing team meetings?
- ▶ Can you use meetings to cascade messages throughout the organisation?

Meetings are an ideal forum for face-to-face communication. You can answer queries, highlight the impact of energy saving and provide advice on how to achieve it. They also provide an opportunity for reporting on progress and providing information on energy consumption. If possible, use overheads or computer presentations to get your message across.

If presenting to senior management think about budgets and how much money is being saved/spent on the programme. Use the opportunity to present the case for further investments in energy efficiency.



Internal communications

Apart from meetings, other systems for passing on information include:

- ▶ Headers and footers on internal paper communication such as memos, minutes etc
- ▶ Staff appraisals.

Use them to pass on messages about what can be done to prevent energy waste in your company.

Walkabouts

A simple walkabout around your premises can help:

- ▶ Demonstrate where energy savings can be made, e.g. closing windows or activating the power saving facility on a computer
- ▶ Affirm good practice
- ▶ Note where energy is being wasted
- ▶ Record where repair and maintenance work is needed.

Conduct walk-rounds at regular intervals; say, twice a month and at different times of the day. Photocopy the walk-round checklist found in the back of this guide.



External publicity and support

Publicising your energy saving programme will raise its profile. Send news releases to the local press and radio.

Invite local experts to talk about energy saving and environmental issues. These could include:

- ▶ Local utility company experts
- ▶ Manufacturers
- ▶ Suppliers
- ▶ Public bodies and government programmes
- ▶ Non governmental organisations.

Suggestion schemes

These will generate energy saving ideas or related suggestions from staff. Have suggestion schemes been used by your organisation in the past? Think about why the scheme may/may not have been successful. Provide a suggestion box or e-mail where people can make their suggestions.

Make sure this is accessible to everyone in the organisation. Ensure that you establish rules for the scheme, e.g. time-scales for responding to ideas and awarding prizes, judging criteria and judges.

Establish an award, prize or monetary incentive for chosen suggestions. If possible, give it right away. If the reward is based on a percentage of the energy cost saved, ensure that you have set an upper limit in the scheme rules.

Make sure you respond promptly to suggestions, e.g. within a week or sooner. Failure to do so will result in apathy or resentment.

If possible, respond to suggestions publicly, so that others are aware of your response, e.g. through general e-mail or a notice in the staff kitchen. Try to make the awarding of prizes into a regular mini-event, e.g. set up a 'Green Employee of the Month' award.

Make sure that the proposer gets credit for their suggestions.

Show how their ideas are being implemented. When completed, publicise what changes have resulted and who suggested them.

Letters

Personal letters are an effective communication route as they deliver the messages on a one-to-one basis. By presenting information in the home environment, the programme is placed in a different context. Staff may be more attentive and less likely to regard energy awareness as just another company initiative. Letters should:

- ▶ Be sent to people's homes
- ▶ Be signed by the Managing Director
- ▶ Provide examples of what people can do
- ▶ Urge staff to take part in the programme and give reasons.

Energy literature

This can include dedicated booklets, leaflets and newsletters etc. They can be produced in electronic or hard copy format and outline why you need to save energy and how you can do that in your organisation.

A newsletter could include details of:

- ▶ The background to the programme including targets
- ▶ Why we should save energy, e.g. environmental impact
- ▶ Other reasons for saving energy – e.g. cost and staff benefits, like improved working areas
- ▶ Energy saving tips at work and at home
- ▶ Quotes or interviews with key staff
- ▶ Competitions and prizes.

If you produce printed material, make sure it adheres to the principles of conservation and is not unnecessarily over-elaborate.



Messages and slogans

What a waste!

Almost half a billion pounds is wasted – equivalent to 2.5 million tonnes of carbon dioxide emissions are generated – every year when appliances are left on stand-by.

Hot and bothered

For every 1°C that your building is overheated, up to 10% is added to your heating costs.

Cut and dried

A 20% cut in energy costs is equivalent to a 5% increase in sales in most businesses.

Less is more

Energy costs can usually be reduced by 10% – often by 20% – by simple actions.

Hiss Off!

Compressed air leaking through a small (5mm) hole could cost up to £14,000 per year.

Running empty

Motors can consume their purchase price in energy costs in just a few weeks.

Don't get into hot water!

Heating and hot water can account for up to 60% of a building's energy use. Most of this is wasted.

Double trouble!

A massive and all-too-common source of wasted energy occurs when heating and air conditioning are switched on at the same time.

Uncomfortably hot fact

Office equipment currently accounts for 15% of current energy use and is set to double over the next fifteen years.

Switch off!

By switching off unused office equipment and by enabling energy saving modes, energy consumption could be reduced by 70%.

Next steps

You can take a number of additional steps to make your organisation more energy efficient.

People

To build on increased awareness, set up a longer-term training programme to harness this knowledge and use it to the full.

Make energy a prime concern in your organisation by creating an energy management team. Alternatively, make it the concern of an existing team, for example 'facilities'.

Premises

If your organisation's energy bill is over £50k per year call the Carbon Trust Helpline 0800 085 2005 to arrange for a free energy survey. A professional energy consultant will assess your overall energy use and draw up a savings plan. Additional consultancy support for a more detailed assessment of specific issues – such as process or building improvements – is also available.

Tax incentives

Enhanced Capital Allowances (ECAs) enable businesses to buy energy efficient equipment using a 100% rate of tax allowance in the year of purchase. Businesses can claim this allowance on the investment value of energy efficient equipment, if it is on the Energy Technology List. The procedure for claiming an ECA is the same as for any capital allowance. For further information please visit www.eca.gov.uk or call the Carbon Trust Helpline on 0800 085 2005.

Procurement

The Energy Technology List has been set up to identify those products qualifying for ECA tax relief. The products listed can help businesses and non-tax paying organisations identify energy efficient products and technologies to save money on long-term operating cost.

Visit www.eca.gov.uk for further information.

Loans

The Carbon Trust can provide an Energy-Efficiency loan* to SMEs in England and Wales of up to £100,000 and for all businesses in Northern Ireland of up to £200,000 for investment in energy saving projects such as the upgrading or replacement of lighting, boilers or insulation. The loans are interest free, unsecured and are repayable over a term of up to four years and with no arrangement fees. In Scotland, the Scottish Executive offers a similar scheme called 'Loan Action Scotland'.

Want to find out more?

The Carbon Trust publishes technology and sector specific fact sheets and guides. The current range of titles includes:

GPG367 *Better business guide to energy saving*

GIL121 *Boilers*

GIL122 *Building fabric*

GIL123 *Compressed air*

GIL124 *Heating*

GIL126 *Lighting*

GIL127 *Office equipment*

GIL128 *Motors*

GIL129 *Refrigeration*

GIL130 *Ventilation*

GIL136 *Energy management*

To receive free advice on saving energy within your organisation, call the Carbon Trust Helpline **0800 085 2005** or visit: www.carbontrust.co.uk/energy

*subject to local funding, eligibility and terms and conditions.

www.thecarbontrust.co.uk/energy

0800 085 2005

The Carbon Trust works with business and the public sector to cut carbon emissions and capture the commercial potential of low carbon technologies.

An independent company set up by the Government to help the UK meet its climate change obligations through business-focused solutions to carbon emission reduction, the Carbon Trust is grant funded by the Department for Environment, Food and Rural Affairs, the Scottish Executive, the Welsh Assembly Government and Invest Northern Ireland.

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The Carbon Trust is a company limited by guarantee and registered in England and Wales under Company number 4190230 with its Registered Office at: 8th Floor, 3 Clement's Inn, London WC2A 2AZ.

Printed on paper containing a minimum of 75% de-inked post-consumer waste.

Published in the UK: November 2005.

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CTG001



Walk-round checklist

Please photocopy this checklist

Date of energy walk-round <input type="text"/>		
Heating	Checked ✓	Further action needed? Y/N
Are there staff complaints about the temperature?		
Have heaters/boilers been serviced in the last 12 months?		
Are portable heaters being used?		
Are heaters and air conditioning units operating in the same space?		
If hot water is provided, is it being wasted (such as dripping taps, or leaking urns)?		
Do all areas have the same heating requirements?		
Is the room thermostat working and set to the correct temperature?		
Are the timers working and on the correct settings?		
Are other heating controls working and on the correct settings?		
Are there obstructions in front of radiators or heaters?		
How are extractor fans controlled (e.g. in toilets)?		
Are windows and doors open when heating or air conditioning is on?		
Are there any cold draughts coming from windows or doors?		
Lighting		
Are lights switched off (if daylight sufficient/room not in use)?		
Are any old, large diameter (1.5 inches) fluorescent tubes still in use?		
Are lamps, fittings and rooflights clean?		
Are traditional tungsten light bulbs still in use?		
Are light switches arranged conveniently and labelled?		
Is exterior lighting switched off when not needed?		
In the office		
Have computers got built-in energy saving features – and are they activated?		
Are computers left on overnight?		
Are monitors and fans switched off when not in use?		
Are photocopiers located in air conditioned areas?		
Are printers and photocopiers left on overnight/at weekends?		
Are vending machines/water coolers left on all the time?		
In the factory/warehouse		
Are pumps/fans/compressed air switched off when the equipment they serve is not in use?		
Do you hear compressed air leaks?		
Are refrigeration units being run efficiently?		

Questionnaire

Please photocopy this checklist

Attitude What is your general attitude towards energy saving?	Please tick
Very positive – you actively save energy and believe you can make a difference	
Aware and positive, but it is not part of your current work day culture	
Partly energy aware; you take some action and occasionally pass on information to your colleagues	
Neutral, you may occasionally try to save energy	
Generally indifferent towards energy saving	
Environmental Impact How aware are you of the environmental impact of energy use?	
I am very aware and often do my own research	
Mostly aware of the environmental impact through usual media exposure	
I am aware of some of the environmental issues	
I am aware of the current debate, but am not yet convinced	
I am not aware of the environmental impact	
Cost and Waste What is your level of awareness of energy costs and where energy is wasted?	
I am aware of the costs, and aware of where it is mostly wasted	
I am aware of the costs, but not aware of where it is wasted	
I do not know what the energy costs are, or where it is wasted	
Energy Saving How many staff are aware of the ways in which they can save energy?	
I am conversant with many ways of saving energy	
I am aware of 5 or 6 ways in which to save energy	
I am aware of some basic energy saving measures	
I am not aware of any energy saving measures	
Motivation How motivated are people to save energy?	
I am motivated and try to influence others	
I am motivated and do what I can to save energy	
I feel motivated but enthusiasm is lost due to general apathy	
I am not motivated to save energy	

Posters

The following posters are available free from the Carbon Trust website www.thecarbontrust.co.uk/energy



PFL160



PFL161



PFL162



PFL163



PFL164



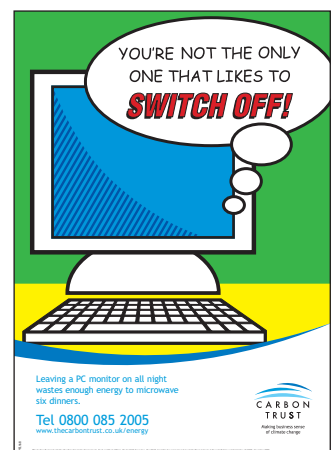
PFL165



PFL166



PFL167



PFL168

