

Plan - 3.5 Programme checklist

Commit

► Support

- Obtain agreement from the Managing Director (or equivalent) and his/her support for the staff engagement programme.
- Produce an energy policy endorsed by the management and publicise it.
- Get a member of the management team to act as 'Champion' for the programme.
- Identify other key individuals whose input is necessary for an effective awareness programme and get them on board, e.g. works manager, office manager etc.

► **Secure time, money and resources for the programme**

- Ensure that sufficient time to manage an engagement programme is agreed with your line manager or boss.
- Ensure that sufficient time is scheduled to respond to the queries, ideas, comments, suggestions and general feedback from staff.
- Form an energy team or get other interested colleagues on board, who may be prepared to help you on the programme.
- Consider whether a Steering Group is necessary to oversee your programme, and if so, make a brief outline of membership (e.g. the names and job titles of the main members).
- Obtain funding of between 1% and 2% of the total annual utility bill (energy and water) as a budget for a programme.
- Identify other programmes, such as quality management, health and safety etc., to which you may be able to link your energy awareness programme.

Identify

► Assess your current situation

- Confirm the scope of your programme, i.e. the themes to be covered (energy, water, waste, travel).
- Confirm the main facilities and/or groups to be targeted in the programme.
- Identify any significant factors 'external' to your programme, which may impact upon it.
- Record the main 'corporate' drivers for running a programme, and how your programme will contribute to your organisation's goals.
- Identify your organisation's current energy consumption, in terms of cost (€'s) and units of usage (kWh).
- Benchmark your energy usage against other businesses in your sector - if possible.
- Identify any systems, codes (of conduct etc.), programmes, initiatives that are being carried out and with which the programme could link.
- List the current main communications channels used by your organisation, and their likelihood of application in the staff engagement programme.
- List the energy/environmental initiatives already implemented or being carried out along with any achievements made.

▶ Assess current behaviour towards energy saving (options in order of input of effort)

- Use the Energy/People Matrix to assess levels of awareness in your organisation.
- Conduct an informal walkabout and note good and bad practices of energy usage.
- Carry out a survey of current attitudes using a questionnaire or through meetings.
- Identify any significant barriers to the efficient use of energy.

▶ Stakeholders and target audience

- Identify applications and equipment that uses the most energy.
- Identify who has control over the energy use of the equipment.
- List the main energy wasting or unsustainable behaviours to be targeted.

Plan

- Draw up an Energy Awareness Plan for a defined period of time, e.g. 12 months.
- Set energy saving targets for the programme, in terms of energy cost savings or units of energy.
- Set objectives related to the process of raising energy awareness, e.g. no. of Walkrounds, X training presentations etc.
- Develop a timeline for implementing your programme – what is to be done, by whom and when.
- Assign responsibilities and timeframes for each action, to members of your team and/or others.
- Agree on motivation themes, e.g. environment, home, financial, competitions, incentives, etc.
- Identify messages that will motivate people to save energy.
- Select the activities, media and communication routes for delivering the messages, e.g. training, fliers, booklets, posters, intranet, video, displays, incentives, competitions etc.
- Assign costs and budgets, and ensure the funding is available.
- Get management to review and approve your plan.
- Decide how you will launch your programme and select an appropriate time to start the programme.
- Determine evaluation and review methods for measuring the success of your programme.
- Make sure that people in the organisation are aware of the roles and responsibilities of staff involved in the programme.

▶ Creating messages

- Ensure that themes or slogans are short, catchy, and thought-provoking.
- Give a name to your programme.
- Use the right language for the audience.

Implement

- Reconfirm senior management backing; resources; team roles; responsibilities; and timetable.

▶ Communication methods

- Select the delivery routes for the programme.
- Use a variety of methods to present the messages.

► Prepare and produce good quality visuals

- Create an image or 'logo' for the staff engagement programme.
- Prepare and produce your promotional material and activities.
- Ensure that you produce promotional and informational materials that are in keeping with the day-to-day standards of the organisation.
- Ensure that material is consistent with the saving of resources, i.e. don't produce elaborate 'glossy' materials if this can draw criticism of wasting resources.

► Event

- Use an event to launch the programme and publicise it well.
- Make sure the MD (or 'boss') and/or other management representatives attend the event.
- Make sure that you do not clash with other initiatives and that people are able to attend.

► Action

- Distribute awareness information in accordance with your timeline using the channels of communication you have identified. Don't do all at once!
- Roll out activities such as competitions, incentive schemes, training etc., according to your timeline.
- Make sure that you let people know how they can save energy.
- Do not ask people to save energy on equipment over which they do not have control or authority to change its operation.
- Provide a contact for queries, suggestions, feedback etc.
- Hold regular meetings with your team to keep everyone informed and up to date with what's going on.

Review

► Check the success of the programme

- Measure your progress towards your targets
- Conduct regular reviews of your energy usage.
- Conduct walk-rounds, informal discussions or meetings to see how aware are people of the programme and check its impact.
- If you carried out audits or surveys of energy waste at the beginning of your programme, conduct the same audits/surveys during the programme and at the end and compare results.
- Compare your energy bills before, during and after your awareness programme. Make sure to take any external factors into account.
- Keep people aware of how the programme is progressing.
- Hold ongoing meetings with your team or others involved to review the programme.
- In order to fully assess the progress of your programme, get people to complete again the diagnostic / questionnaire survey used at the beginning, and compare the results.

► Feedback

- Provide a method of feedback for people to give ideas, suggestions and queries.
- Make sure queries are answered and a response given to ideas, suggestions etc. Thank staff for their feedback and act where appropriate.

- Provide feedback throughout your organisation on the progress of the programme, especially positive progress.
- Provide recognition, where appropriate, to individuals who have made significant contributions.

Maintain the momentum

- Decide what activities to implement in order to maintain the momentum.