

Simple Shifts Campaign Guide

Energy Savings



This plug and play guide provides you with easy to implement energy savings campaign ideas for any businesses.

NELSON ^{AND}
DISTRICT
CHAMBER OF COMMERCE



Introduction

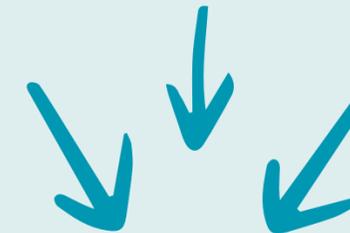
This plug and play guide provides you with easy to implement energy savings campaign ideas for any businesses.

By encouraging staff to be mindful of energy-wasting habits and suggest practical changes, this guide can help you:

- Save money
- Decrease energy use and emissions
- Reduce equipment breakdowns and replacement frequency
- Build a sustainability and energy conservation culture of in your business.

Note: If you have a staff member that is passionate about sustainability, ask them to lead or support you to implement the Simple Shifts Guide by:

- Reminding coworkers about key actions (e.g., turning off equipment)
- Track behaviour change or successes
- Be the point of contact for other energy or sustainability suggestions



Look for these boxes to help you identify what resources can help you with each step

Step 1: Identify Energy Waste



Various items and systems use energy in your business such as lights, equipment and building heating/cooling systems. Consider common ways energy is wasted in businesses:

- Lights being left on during non-operational hours or times
- Equipment being left on during non-operational hours or times
- Heating or cooling spaces during non-operational hours
- Staff heating or cooling spaces rather than themselves

Do a walk-through of your business and ask yourself 'What is using energy right now that doesn't need to?' and 'What often or always uses energy that doesn't need to?'

Use the **Energy Savings Checklist** to help you identify energy waste



Step 2: Select Your Action(s)

Select 1-3 action(s) to ask your staff to take to save energy. It is easier for staff to remember and build a habit one action at a time. You can always select other actions to focus on once the first ones have been established (such as lights being turned off all the time when not in use).



Step 3: Consider Measuring the Change

If you want to know your campaign efforts have made a difference, consider ways to measure the change. Reporting back on the change can also help staff to feel that their efforts have made a difference, motivating them to take part in other sustainability or energy savings actions. You can measure any of the following:

- Change in the behaviour (e.g. increase in lights or equipment being turned off)
- Change in energy consumption or utility bill costs
- Change in staff awareness of how energy is used in your business
- Change in staff attitude of how important it is to save energy in your business

Use the **Measuring Energy Savings Handout** to help you track energy savings

Step 4: Let Staff Know About the Change



Communicate to your staff why you are asking them to change their behaviour or take a new action in their daily duties and what that action is (e.g. keep windows and doors closed when the heat is on). This can be done via email, face-to-face meetings or conversations or any other way you tend to share messages with your staff.

You may consider offering incentives for participating such as a coffee voucher, a free meal or a prize draw to a neighboring business for staff actively participating in the campaign. If offering incentives, be clear about how participation will be tracked and don't forget to include it in your why when telling staff about the campaign.

Use the Campaign Communications Templates + Why Energy Matters Handout to help you communicate the why to your staff

Step 5: Implement the Campaign



Select a 3-4 week time-period to promote and encourage staff to change the behaviour or action you selected in Step 2. Here's how you can encourage staff to take action:

- Put up posters
- Put up stickers (prompts) on the equipment or lights you are asking staff to turn off/down
- Remind staff during the time-period about taking the action through emails or face-to-face conversations or meetings. Acknowledge any changes you're seeing through the campaign time-period to encourage staff to keep up the good work.

Use the **Turn it Off Stickers and Posters and Campaign Communications Templates** to remind staff to turn off equipment and lights when not in use

Need more stickers?

Contact the Business Climate Advisor at grace@discovernelson.com



Step 6: Recognize and Celebrate

When your campaign time-period ends, acknowledge and report back on any changes you measured or observed and thank staff for their efforts. Remind them of the importance of keeping these habits up and how much it can make a difference if everyone does their part.

Ways to help you recognize and celebrate:

- Email
- Face-to-face communication
- Meeting with drinks and snacks
- Small participation prizes (food gifts or gift certificates, smart plugs, coffee cups, etc.)



What's next?

Consider running your campaign annually or bi-annually to make sure energy savings habits stick and new staff know what to do to keep your business running sustainably.

Go back to Step 1 and consider what other behaviours or actions you could promote with staff next to help you save energy and money in your business.

Resources

The following resources are provided as part of the Simple Shifts Guide to help you implement a behaviour change campaign in your business:

Energy Savings Checklist

Campaign Communications Templates

Measuring Energy Savings Handout

Turn It Off Posters (to be printed by businesses)

Turn It Off Stickers (provided by the Chamber)

Contact the Business Climate Advisor at grace@discovernelson.com

Get Involved

Email:

grace@discovernelson.com

Materials developed by Prism Engineering and the Nelson & District Chamber of Commerce with support from FortisBC

