



SIMPLE SHIFTS

Campaign Communication Templates

Use the communications templates below to let staff know why you're asking them to take part in saving energy and what specifically you're asking them to do. Messages can be distributed via email, face to face meetings or any other way to share messages with your staff.

These are meant to get you started, please edit them as needed.

Launch – Less Energy, Less Impact

[insert reason why your staff would most take part in an energy saving campaign]

Example 1: Smoky summers, thinner snowpacks — and we're feeling the impacts right here in Nelson. As a local business, we know we have a responsibility to do what we can to reduce our environmental impact and take care of the places we love.

Example 2: Energy is expensive. Less energy spent on energy means more to invest in what matters - whether it's serving up the best coffee in town or getting people out on the slopes.

Example 3: Help us save energy and win prizes. We'll be offering participation prizes of [insert prizes] to staff that take energy saving action this month.

That's why we're asking you to help lower our energy use in a few simple ways:

[insert behaviours or actions you identified using the 'Energy Saving Behaviour List']:

Examples:

- *Turn off lights when they're not needed*
- *Shut down equipment at the end of the day*
- *Turn down the heat at the end of the day*

And — when you see a teammate doing one of these things, **give them a High Five**. It's a simple way to recognize the small actions that make a big difference.

You'll start seeing **posters and stickers** around the office starting [insert date] as a friendly reminder.

Let's make energy savings a team effort. 

Reminder – Keep the High Fives Going

Thanks to everyone that is taking part to save energy in our business. We've already seen more people [insert what you've seen – change in actions, a staff member going above and beyond the save energy, any prizes that have been awarded].

Let's keep it going.

If you see someone taking action — **give them a High Five.**

Here's a quick refresher on what we're aiming for:

- [behaviour 1]
- [behaviour 2]
- [behaviour 3]

Every action helps — and a little recognition goes a long way.

Thanks for being part of it!

Results + Thank You

Thanks to everyone who took part in taking actions to help save energy so we can [insert key staff motivator – save environment, save money to make better coffee, etc.].

Here's what we achieved together:

- [e.g., 25% more devices powered down after hours]
- [# of High Fives shared or estimated energy-saving actions spotted]
- [Estimated energy or cost savings, if available]

Let's keep building on these habits:

- Keep noticing and celebrating smart energy actions
- Keep those High Fives going 🙌
- Let us know how else you think we could save energy or be more sustainable

Thanks again for showing how small actions can lead to lasting impact — and for making our workplace a little more mindful (and fun).