

Raising staff awareness of energy use

A planning handbook for large organisations



March 2019

About SEAI

SEAI is Ireland's national energy authority investing in, and delivering, appropriate, effective and sustainable solutions to help Ireland's transition to a clean energy future. We work with Government, homeowners, businesses and communities to achieve this, through expertise, funding, educational programmes, policy advice, research and the development of new technologies.

SEAI is funded by the Government of Ireland through the Department of Communications, Climate Action and Environment.

Contents

Introduction.....	1
The six stages of an energy-awareness campaign.....	1
Stage 1: Commit.....	1
Stage 2: Identify	1
Stage 3: Plan	1
Stage 4: Implement.....	1
Stage 5: Review	1
Stage 6: Maintain the momentum	1
Commit.....	2
Senior management commitment	2
Identify.....	3
Staff survey.....	3
Current energy consumption	3
Plan	4
Campaign objectives	4
Target audience.....	4
Roles and responsibilities	4
Budgeting.....	4
Action plan.....	4
Messages and communication channels	4
Implement.....	5
Energy-awareness day	5
Timing	5
Location.....	5
Getting organised	5
Support staff.....	6
Promoting your energy-awareness day.....	6
Energy treasure hunts.....	9
Review	12
Feedback.....	12
Maintaining the momentum	12
Appendix 1. A quick guide to staff surveys	13
Staff survey questionnaire	13
Appendix 2. Planning an energy-awareness day (or week)	16
Awareness day checklist	16
Treasure hunt checklist	18

Introduction

Energy use can be a significant cost to any business and can represent a high proportion of operating costs. Businesses could save 10% off their energy bills through implementing relatively low or no-cost energy-efficiency measures. Managing energy use in the workplace cuts costs, improves competitiveness and helps safeguard profits and employment. It also enhances an organisation's reputation by reducing carbon emissions, which in turn helps to combat climate change.

No energy-management strategy is complete without addressing the role that staff in an organisation play in its success. It is staff co-operation and enthusiasm for energy-management programmes that will determine the benefits gained and the longevity of savings.

This handbook has been developed to ensure that valuable time and resources are directed towards maximising the returns of an energy-awareness campaign. It provides a structure for planning your campaign and lots of ideas to help you raise awareness on the importance of considering energy use in your workplace.

This guide provides ideas, tips and resources to motivate everybody working on the site to save energy. This ensures long-term benefits for people, the organisation and the environment. It is designed for whoever in the organisation has responsibility for managing energy, together with those who have supporting roles, including communications staff and senior management. The best way to create your energy-awareness campaign depends on your own circumstances. Think how the information in this guide relates to your own organisation and tailor your energy-awareness campaign accordingly.

The six stages of an energy-awareness campaign

Stage 1: Commit

The overall success of an energy-awareness campaign depends on the involvement of everyone within an organisation, including senior and middle management. This commitment is essential to driving a campaign and showing staff that an organisation is serious about making the campaign a success.

Stage 2: Identify

The identify stage is where you find out the level of energy awareness that employees currently have, what will encourage them to change behaviour and if they will get involved, as well as the organisation's current energy consumption.

Stage 3: Plan

The next step is to start planning your programme.

Stage 4: Implement

The next stage is to run your campaign.

Stage 5: Review

Reviewing and evaluating your awareness campaign is an extremely important step for understanding whether it has been successful, for learning what worked and did not work and for feeding into your next campaign.

Stage 6: Maintain the momentum

Once your campaign is up and running, you will need to ensure that it sustains long-term behaviour change.

Commit

Senior management commitment

The key to a successful energy-awareness campaign is commitment from everyone within an organisation, including senior and middle management. Senior management should publicly show their commitment to the campaign and its objectives. The main requirements from senior management include:

- Establishing a team with roles and responsibilities for implementing the energy-awareness campaign;
- Ensuring the availability of adequate resources, including staff and funding for implementing and maintaining the campaign;
- Ensuring you have the systems and services support you will need, for example from the IT department; and
- Reviewing the programme at regular intervals.

Identify

In this stage, you need to assess what the issues and barriers are to engaging staff in energy management in the organisation. To do this you will need to:

- Complete a staff survey to understand how aware staff are about the organisation's energy use and its impact on the business;
- Find out about staff attitudes and understanding of energy management and more importantly where they feel energy is being wasted; and
- Understand the level of energy use and what the main drivers of energy use are for your company's energy consumption.

Staff survey

To encourage staff engagement on energy, you must know your current situation in terms of the attitudes, knowledge and practices of people in relation to energy use and management. One way of doing this is through a staff survey. Your results can also be used to establish a baseline, against which you can measure the success of your programme by carrying out a follow-up survey later. A sample survey is available in Appendix 1 to help you run your own staff survey.

There are a number of online services offering customisable surveys that fully automate the process. These packages usually include data analysis and presentation outputs. The most well-known of these packages is Survey Monkey.

Note that surveys should not be used to explore opinions in-depth. To do this you may wish to conduct face-to-face or telephone interviews or run focus groups with selected members of staff.

Don't forget!

- You should start with an introduction or welcome message, in order to set the scene, briefly explain why you are conducting the survey and how the results will be used.
- Allow people to respond anonymously if they wish.
- Pre-test your questionnaire by piloting it with some people, to identify questions that are confusing, incorrectly worded, or not relevant.
- Provide a deadline date for returning the completed questionnaire.
- Provide a contact number or email for queries.
- Offering a prize can help increase your response rate.
- Keep it short! Do not include questions that are not useful for helping you to develop your campaign.

Current energy consumption

Talk to your facilities department to see what data they have on the amount of energy your organisation consumes, the related emissions and the cost of that energy for a specific time period. You could consider asking your energy supplier for some advice or visit the SEAI website at www.seai.ie/business/ at this point too.

Managing energy information effectively is a key element of good energy management. It will also be a source of useful facts and figures, such as costs to your organisation or the performance of different departments, which you can use in your campaign.

Plan

Good planning is crucial for the delivery of a successful awareness campaign. The main points to consider are detailed below.

Campaign objectives

The first step in planning is to understand what you want to achieve. Set your campaign goals and use SMART targets that are 'specific, measurable, achievable, realistic and time bound.'

Target audience

Information from the staff survey will help you define your audience and their understanding of energy consumption and also identify high energy users. You need to think carefully about how people at different levels within the organisation can contribute to saving energy.

Roles and responsibilities

You should gather a team of motivated individuals who can help run the campaign. Think about whose support you will need, for example IT, marketing or human resources, and get them on board.

Budgeting

You will need to ensure that the campaign is resourced and prepare a budget as part of your planning activities. Think about all aspects of your campaign budget, including the cost of personnel time and direct costs for things like equipment, prizes or awareness-raising materials. To run an effective campaign, you need to invest adequate financial and other resources.

Action plan

There are lots of practical ideas for things you can do to raise awareness outlined in the implementation section (Stage 4). In the planning stage, you will need to decide what activities will work best to achieve your objectives and then detail what is to be done, by whom and when.

Messages and communication channels

Think about 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? Once you have identified your target audience and the appropriate messages, work out how to convey them. Some ideas for how you can communicate to your audience include through:

- A newsletter or blog;
- Email;
- The intranet;
- General staff meetings;
- Noticeboards or display screens; and
- Posters.

Implement

Now you've planned your programme, it's time to take action and put your plans into operation. This section provides lots of advice and tips for two activities that you can carry out an energy-awareness day and an energy treasure hunt. However, you can choose whichever activities work best for your organisation and meet your objectives. Depending on which activity you choose, it is important that you get it off to the right start, so some careful pre-planning is important.

- When to have it?
- Who will assist and what will their roles be?
- What outside support will you use?
- What resources do you need?
- What collateral does SEAI have that you can use?
- Launch it!
- Measure its success!
- Report back on outcome to management and staff.

Energy-awareness day

An awareness day is an ideal way to demonstrate to people why it is necessary to change their behaviour and actions and how to go about it. The suggested activities can also be run as stand-alone activities.

The first step is to decide the objective of your event. Is it to launch your awareness/engagement programme or is it an annual awareness day or week, or something else? Will it be just for staff or will it be open to the local community?

Timing

Consider running your event to coincide with national, European or international events, for example EU Sustainable Energy Week, Earth Day etc. You can avail of free publicity resources available through these larger initiatives. Mondays, Fridays and holiday periods are not good days to hold your awareness day. Ensure that it doesn't coincide with the launch of other recent initiatives or programmes in the workplace that can lead to a distracted audience. An analysis of your organisation's annual business cycle might be useful to ensure that peak work periods are avoided.

Location

The location of the event is crucially important. Select an area with easy access for all. Make sure the area has a lot of 'foot-fall', for example the reception area, canteen, etc. Do not spread the area of the displays and activities over too big an area. Try to confine it to a 'right-sized' area (not too big, not too small). One campus type organisation has found that holding an awareness day for individual buildings works well. Moving activities around a number of buildings over a few weeks helps to keep the momentum and the delivery team for each building engaged. In all cases, close liaison with facilities teams will ensure a smooth commissioning and decommissioning of the event venues.

Getting organised

The fundamental element of effective event planning is an event timeline. A timeline will keep your event and the planning process on track. This should cover when arrangements need to be put in place (six months out, three months out, one month out, week of the event, day of the event, post event) and who on the team is responsible for the event programme, the locations, speakers, exhibitors display materials receipt and access to set up, publicity, catering, health and safety, visitor liaison and security.

Support staff

For staff who 'populate' the stands, it's useful if they are easily identifiable. Cork Institute of Technology used green vests for their staff who were facilitating the event. Another organisation used armbands with a 'green champion' logo to identify members of the energy team.

Prior to the event, brief your team on possible questions that may be asked. Ensure that they are up-to-date on your latest initiatives – but they're not required to know the answer to every question! If they come across a query they cannot answer, take the contact details for subsequent follow-up.

Promoting your energy-awareness day

Having planned the event in detail, it will be necessary to promote it effectively to ensure that staff take part and support it. This is a task for the event team, and will include the following: deciding what are the best methods and media for getting the message across to staff; developing the materials; creating a logo for the event and a tagline that matches the theme of any planned campaigns and including these on all materials to maintain a link with campaign objectives.

When promoting the event, include some elements of the activities that will take place to increase interest such as, descriptions of activities, exhibitors, giveaways and prizes. Create a schedule for these communications to go out. To be most effective, send the message repeatedly, over an extended time period, in different media. This builds up some anticipation for the event among staff. Senior managers should be asked to help get the message out and to support staff in participating.

Some fun ideas for things to do on an energy- awareness day include the following.

Presentations or talks

Identify interesting speakers, either internal or external, that can provide people with information on how they can be more energy efficient at work or at home.

Stands and information

Invite exhibitors to provide relevant information for staff.

Energy bikes

An engaging way for people to have fun and promote sustainable energy and healthy living. There are a number of organisations that offer interactive 'energy bikes' which are hooked up to various devices such as light bulbs, watt meters, smoothie blenders etc. Some also include competitions between participants.

Bills analysis

Get staff to bring in their home bills and have a technical member of staff or energy supply company employee tell them how they can save energy – and money. Perhaps complete a home energy survey with them.

Tours

Plant room tours, or tours of other installations in your organisation where energy is generated or used, or highlighting sustainability projects, can help generate interest.

- **Cork Institute of Technology** held energy tours at their awareness day to launch their campaign. This included visits to their CHP plant, lighting upgrades in buildings and catering facilities. A 'tour tent' was set up where people could sign up for the tours.
- **Citi Bank Ireland** also held plant room tours to help people understand exactly what it takes to run a modern office environment. These covered the essential working of services such as heating, lighting, air conditioning and IT, and their impact on the environment, and in turn relating it to energy use in the home.

Electric vehicles

An electric or hybrid vehicle demonstration with test drives on the day or organised for interested staff members after the event with local suppliers. Many dealers are interested in promoting their cars and are happy to organise a demonstration.

Competitions and quizzes

A quiz is a fun, interactive way to engage with employees and the offer of prizes builds in an additional level of competition to your campaign.

Sample quiz questions for competitions are provided in the workbook (Implement 4.5) to get you started. Ideally, questions that are relevant to the actual energy consumption of your site would be a great way of getting information across.

Displays

One advertising agency targeted the high-traffic foyer area in their building and produced a mock-up board of a building's skyline silhouette at night, with the lights in each window represented by a yellow Post-it note for people to take away. All the Post-its had a message saying:

"March 29, 8:00 PM – Switch off your lights for one hour to help reduce global warming."

So, when people took their Post-it, it appeared that they were turning off the lights, as behind was simply a dark building outline. The mock building skyline gradually went dark as people passed through the foyer, each picking up a Post-it.

Pledges and ideas

Asking people to make a pledge to carry out pro-environmental actions are a good way of getting commitment and demonstrating that people are on board. Have a suggestion board where people can make a suggestion on how best to save energy or some other sustainable action. Give a prize for the best suggestion.

Donate your energy

Some organisations have adopted a 'Donate Your Energy' initiative. This is where a proportion of the energy and water savings are donated to charities nominated by staff. The energy-awareness day offers an ideal opportunity for the payment to be made to the chosen charity and is a great photo opportunity for the organisation to promote its environmental activities to the wider community.

The awareness day also presents an opportunity to launch a suggestion and recognition initiative for people to offer ideas on saving energy, water and other resources.

Waste Displays

Eye-catching displays of waste in the workplace will help grab attention, and waste generation can be counteracted by providing tips and information highlighting the things employees could do to create a more sustainable workplace.

To highlight the waste generated and printing carried out in two of its corporate buildings, and generate a talking point, the Meath County Council Energy Team invited a group of children of staff members to create 'elephants in the room' made from waste paper and recyclables collected from the buildings. The amount of paper used for printing in council offices was marked on two 'elephants', which were displayed in prominent locations in council buildings. The elephants became a major talking point among staff and served to raise the profile of combatting waste in the workplace.

Energy treasure hunts

An energy treasure hunt is a collaborative event, driven by employees who work on the site, to help identify energy-saving opportunities in the workplace focusing on no-cost, low-cost and behavioural opportunities. The treasure hunt is a walkthrough of the site to identify waste, such as unnecessary lighting, equipment left on or doors and windows left open when heating is on. Energy treasure hunt guidance includes the following.

Preparation

Choose a project leader from a member of staff

The project leader should be somebody who is respected by colleagues within the organisation. Ideally the project leader should have some technical knowledge, but they should be capable of leading a small team for the purposes of organising and carrying out the treasure hunt. They should have a good knowledge of workplace operations and the fixtures, fittings and equipment in on site.

Brief senior management

The project leader should confirm the agreement with senior management for carrying out the treasure hunt. It will be more effective if senior management give prior agreement to implement a proportion of the opportunities identified during the hunt. Opportunities may be categorised into no-cost, low-cost and investment opportunities. Ideally an amount of funding available for improvement should be agreed in advance. A representative from management should also commit to attend the treasure hunt kick-off on the day of the event.

Facilities, health and safety and trade unions

The project leader should confirm with facilities and health and safety staff (and any other relevant persons) the acceptability of holding the treasure hunt, and should obtain any clearances and permissions necessary. The treasure hunt should conform with relevant health and safety requirements.

Location area, and date of the treasure hunt

The project leader should identify the location of the treasure hunt, in discussion with other relevant personnel. Depending on the size of the area of the treasure hunt, it may be confined to a single building, a floor or floors of a building or other areas.

Specify the scope of the treasure hunt – will it be exclusively on energy consumption or will other aspects also be included such as water and waste?

A date and time should be agreed on which to carry out the treasure hunt.

Team selection

The project leader should determine the number of people required for the treasure hunt team. Depending on the site area to be covered and time expected to complete the treasure hunt, a team of about five to seven people may be assembled.

The treasure hunt team should be relatively diverse so they can bring fresh perspectives on the issues and opportunities involved. Ideally it should include representatives of different levels, services and functions within the organisation, for example administration staff, middle management, facilities, maintenance, IT, etc. Members do not necessarily have to know much about energy efficiency, and an open and inquisitive mind may be as valuable as technical expertise as it is also important that team members challenge existing situations or conditions. It should be emphasised to team members and all workplace staff that the process is not an audit, but a way to work together to improve energy and associated emissions performance of the site.

A representative from the site's energy supplier may also be invited, or perhaps a representative from equipment suppliers such as office equipment.

The team members should confirm their participation in the treasure hunt with their line manager, and they should be given a date and time for the team briefing in advance of the treasure hunt, for example one week before. A room should be booked for the briefing.

Data

Collect the following data, which may be useful in your briefing to the treasure hunt team:

- Annual utility costs and consumption.
- Associated CO₂ emissions.
- Relevant equipment specifications – is energy-efficient equipment specified in purchasing requirements?
- Energy project lists – identify current or proposed projects for the site that may impact on energy consumption. Include those implemented the previous 12 months.
- Facility operating parameters – compile a list of site operating parameters including operating hours, temperature set points, heating start-up times etc.

Briefing and communication

Team briefing

The project leader (and a RM or SEAI contractor, or other energy or environmental staff) should brief the treasure hunt team, outlining the importance of energy management to the organisation and summarising overall energy usage and cost data. Team members should state their name and job title and give a brief summary of why they are participating and any knowledge they may have of energy issues.

Checklists will be provided to team members on the technologies and facility areas, including typical sources of energy waste in the areas to be examined. These should be explained along with the process for inputting energy-saving opportunities into the checklist sheets and tracking the results.

Timing and announcement of the treasure hunt

The project leader should agree a suitable time during which the treasure hunt is to take place. It may take place during work hours or after work hours.

A general email should be sent out to all staff announcing that an energy treasure hunt will be taking place on the appointed time and date. The reasons for conducting the treasure hunt should be briefly outlined and the co-operation of all staff should be sought, to provide input to the energy treasure hunt team, if required. Brief information should be given on the make-up of the treasure hunt team.

At least one week before the treasure hunt, the project leader should walk through the route of the treasure hunt to make sure that potential general aspects and opportunities and any obstacles that may hinder the hunt are noted.

Posters may be placed at the facility highlighting the event.

Equipment

Arrange for any specialist equipment to be used on the treasure hunt. Equipment could include:

- Infra-red thermometer;
- Light meter;
- Infrared camera;
- Thermal leak detector; and
- Stopwatch – to measure the flow rate of water taps.

Implementation

Over the course of the treasure hunt the team members should try to track down energy waste and suggest improvements. They should:

- Identify and record waste occurring;
- Identify what needs to be done to remedy the situation; and
- Identify who is responsible for correcting the situation.

In relation to energy-wasting behaviour, don't forget the five Ws: what, who where, when and why. Complete the form listing energy waste and savings opportunities, and any specific project opportunities that may be identified.

Analyse the results and report the findings

The team should analyse the results of the treasure hunt and list and categorise the resource saving suggestions. These may be categorised into:

- No-cost;
- Low-cost; and
- Investment opportunities.

The team should then select the top three to five low-cost opportunities based on potential return on investment, and any larger investment opportunities should be listed.

The final report, complete with recommended actions, should be presented to management – this is one of the most important activities in the whole treasure hunt process. The presentation should make the case for implementing the energy-efficiency measures identified and cover the top-level findings, the main opportunities, the potential savings, potential costs, and associated CO₂ emissions savings, all backed by calculations. Support (and if possible, finance) should be requested for implementing the findings. Following that, a more formal cost-benefit or investment-based analysis of potential actions, projects and savings may need to be carried out.

A copy of the energy treasure hunt summary report should be given to each management representative present.

Finally, the team should agree how they will continue the work, for example through implementing the approved ideas and monitoring energy usage and savings.

Follow-up

The project leader and team should agree on the measures that can be implemented fairly quickly and the ones that may require additional analysis or investment. An action plan should be drawn up with other relevant personnel for the measures identified.

If investment funding is available, then the project leader should consult with the relevant staff and decision-makers to facilitate the investment project process and project implementation.

Review

You should measure your progress against the targets and objectives that you set out at the start of your campaign. If you carried out a survey with staff on awareness levels of energy waste at the beginning of your programme, conduct a follow-up survey and compare results. You can also compare energy bills after your awareness programme. Assessing the success of your campaign will shed light on what is working and what needs additional work.

Provide a method of feedback for people to give ideas, suggestions and queries. By listening carefully to ideas, comments and suggestions, you can make sure future campaigns build on your success.

Feedback

Provide feedback throughout your organisation on the progress of the campaign, especially positive progress. Decide on who needs feedback, what information or message they need to receive and how you will provide it. Make a list of the target audiences, the key information and message you will give back and the way in which you will do so.

Think about giving feedback on the following issues:

- Key achievements of the programme, for example overall progress, actions taken by staff, activities carried out;
- Achievements of the target groups, for example energy used/saved;
- Ongoing energy savings;
- Activities performed during the programme;
- Team or individual activities or achievements;
- Sustainability-related projects being carried out; and
- Overall impact of the programme.

Maintaining the momentum

Energy awareness should become part of the culture of your organisation. You might look at next steps, such as developing an energy policy and embedding energy management within the organisation.

Engagement in energy saving is not a one-off activity, but an ongoing process, and must therefore be maintained over time. You should consider how you can maintain the enthusiasm and ensure saving energy continues to be an important consideration in the organisation.

To maintain interest, continue to communicate messages on reducing energy use and think about how you can have a regular programme of activities, such as annual energy-awareness day.

Appendix 1. A quick guide to staff surveys

Staff survey questionnaire

As part of a survey on energy use in <your organisation> we would like to ask you some questions about your views on energy. Your comments will appear only on an anonymous basis, and your response cannot be individually identified. Your response will be used only for developing more effective initiatives to help bring about behaviour change on energy use in the workplace.

Organisation name:

Location:

Contact person:

Email:

Number of employees:

Number of years working for the organisation:

Type of staff

Senior management

Supervisor or middle management

Staff

Contractor

Other _____

Gender

Male

Female

Your organisation

Does your organisation have a written energy or environmental policy?

Yes No Don't know

How do you rate your organisation's performance on energy saving?

Very good

Good

Average

Poor

Don't know

Has your organisation run an energy or environmental awareness campaign or initiatives recently?

Yes, in the last year

One – two years ago

More than two years ago

None at all

Don't know

Are you aware of any recent improvements or projects in your organisation which will help reduce energy consumption? (For example, new or upgraded plant or equipment, new standards or procedures, etc.)

Yes

No

If yes, please give an example _____

Actions at home

Which of the following actions do you carry out at home?

	Always	Often	Sometimes	Rarely	Never
Recycle paper, glass etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conserve energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy environmentally friendly products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive more economically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conserve water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Actions at your place of work

Do you have the opportunity to reduce energy usage at work?

- Yes
- No

Which of the following actions do you carry out at work?

	Always	Almost always	Sometimes	Rarely	Never
Switch off the light in my work area when I'm away for extended periods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switch off other lights which are not required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where possible, switch off machinery or equipment when not required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switch off my computer screen when I'm not using it for extended periods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avoid printing out information stored on computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I actively look out for ways for saving energy at work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)					
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In general, is there much energy wasted at your workplace?

- A lot
- A fair amount
- Some
- Little

Could you save energy at work?

- A lot
- A fair amount
- Some
- Little

Are you aware of specific energy-saving measures that you can apply at work?

- Aware of all opportunities
- Aware of most opportunities
- Aware of some opportunities
- Would like to know more about what I can do

On a scale of 1 (low) to 10 (high) how interested are you in saving energy at work?

LOW	1	2	3	4	5	6	7	8	9	10	HIGH
-----	---	---	---	---	---	---	---	---	---	----	------

If you do not actively save energy at work, please indicate why not. (Circle one only.)

- I already save energy at work
- Has never occurred to me/hasn't entered my mind
- Did not think it was important
- Don't know what I can do
- My actions would have little effect
- Would interfere with my work too much
- More important things to deal with
- Nobody else cares
- Simply not interested
- Other (please specify):

Do you have the authority to make changes to significant energy-using plant or equipment for which you are responsible, in order to reduce its energy consumption?

- Yes
- No

Which of the following would you like to know more about? (by order of preference: 1 – 5/6)

- How to save energy at home
- How to save energy at work
- How to use my vehicle/car more efficiently
- Nothing, I am interested, but do not really wish to be informed about specific topics
- Nothing, I am not interested and do not wish to be informed
- Other

Reasons to save

For which of the following reasons would you be most likely to save energy? (Tick one box only.)

- A better global and local environment
- A saving of scarce natural resources
- For the benefit of future generations
- A reduction in costs for my organisation
- Because it's the right thing to do
- Other (please specify):

Opportunities

Do you have any initial ideas about the ways in which you could save energy?

- Yes
- No

If yes, please briefly outline your energy-saving action

Thank you for participating in this energy-saving survey. Your answers cannot be individually identified, and will only be used in developing more effective energy-awareness initiatives.

Appendix 2. Planning an energy-awareness day (or week)

Awareness day checklist



Objectives and audience

- What is the purpose of the event? (For example, launch event, monthly or annual event.)
- Does the event have a theme? (For example, launch of energy programme.)
- Who is your audience?
- Will you be inviting external visitors?
- How many people do you expect to attend?
- Will a member or members of senior management attend to endorse the event?



Logistics

- What is the time of day, day of the week, and date of the event?
- Have you considered running your event to coincide with associated national, European or international events?
- Where is the event being held and is the space/location booked?
- Is it easily accessible for most staff?
- Will seating, PA or other facilities be necessary?
- Have you informed the necessary support parties? (For example, facilities department, health and safety, public liability insurance etc.)
- What is the programme/agenda for the event?



Budget and support

- Do you have a budget for the event and if so roughly what amount?
- Will you need support staff to help, and if so have they been identified?
- Do support staff need to wear any identifying attire? (For example, a green high visibility vest.)
- Brief your team on possible questions and ensure they are up-to-date on your latest initiatives.



Communication

- Do you have a central message for your event?
 - How will you communicate your event? (For example, email, flyers, poster, newsletter.)
 - Staff meetings.
 - Letter to home addresses.
 - Noticeboards.
 - Social media.
 - Press release.
 - Article(s).
 - Other.
-
- What is your time schedule for sending out communications?
 - Do you need internal signage, banners, balloons, bunting etc. to highlight your event on the day?
 - Will you be inviting the local media to cover the event?
 - Is it appropriate/possible to get coverage on local radio?
 - Do you have somebody to take photos at your event?
 - Would video footage of your event be useful?

**Information, stands, displays, demonstrations and tours**

- Do you need to hand out any information, and if so what?
- Are you inviting external companies/organisations to exhibit/demonstrate, and if so who?
- Do you need additional communication items such as signs, posters, roll-up banners, display panels etc?
- Will there be speakers, and if so who? Co-ordinate schedules with speakers.
- Are you planning any tours of your facilities?

**Quizzes and competitions**

- Have you organised quizzes or competitions for your event?
- Have you organised prizes for winners? Sponsorship may be available from suppliers.

**Freebies and prizes**

- Have you organised free giveaways for visitors? (For example free tea/coffee/biscuits, low energy light bulbs etc.)

**Refreshments and food**

- Will you be serving any (other) food or refreshments on the day?
- Is it necessary to book catering?
- If so, how will it be served?

**Post-event communication**

- Publicly thank everyone who contributed, supported, and participated.
- Issue post-event press release, if necessary.
- Produce post-event article, if necessary.
- Communicate outcome through email, intranet, website, social media etc.

Treasure hunt checklist

Project leader

	Choose a treasure hunt project leader from a member of staff.
--	---

Brief senior management

	Confirm the agreement with senior management for carrying out the treasure hunt.
	If possible get senior management to commit to implement a proportion of the opportunities identified.
	If possible secure an amount of funding in advance for improvements identified during the treasure hunt.
	Agree for a representative from management to attend the treasure hunt kick-off on the day of the event.

Facilities, health and safety and trade unions

	Confirm with facilities the acceptability of holding the treasure hunt.
	Confirm with health and safety staff the acceptability of holding the treasure hunt.
	Confirm with the trade union and any other relevant persons the acceptability of holding the treasure hunt.
	Ensure that the treasure hunt conforms with relevant health and safety requirements.

Area, date and location of the treasure hunt

	Identify the location of the treasure hunt, in discussion with other relevant personnel.
	Specify the scope of the treasure hunt: exclusively energy or also water, waste etc.?
	Set a date and time on which to carry out the treasure hunt.

Team selection

	Select the number of people required for the treasure hunt team.
	Include representatives of different levels, services, and functions within the organisation.
	Consider including a representative from the energy supplier or equipment supplier.
	Team members to confirm their participation in the treasure hunt with their line manager.
	Agree a date and time for the team briefing in advance of the treasure hunt. For example, one week before.
	Book a room for the team briefing.

Data

	Annual utility costs and consumption.
	Associated CO ₂ emissions.
	Obtain relevant equipment specifications.
	Identify current or proposed projects for the site that may impact on energy consumption, including from the previous year.
	Obtain facility operating parameters.

Team briefing

	Deliver briefing to the treasure hunt team.
	Agree who records the energy waste identified on the hunt, and the opportunities for saving.

Announcement and logistics of the treasure hunt

	Send a general email to all staff announcing that an energy treasure hunt will be taking place and the time and date.
	Ensure that the announcement is endorsed by the senior management.
	Project leader to walk through the treasure hunt route at least one week before the event.
	Compile a general list of the equipment, fixtures, fittings and plant which will be encountered on the route.
	Posters may be placed at the facility highlighting the event.
	Remind the management representative (about one week before) to kick-off the treasure hunt on the day.
	Remind team members (about one week before) of the time and date of the treasure hunt.

Equipment

	Arrange for any specialist equipment to be used on the treasure hunt.
--	---

Implementation

	Convene the team at the pre-arranged time, and give a quick reminder of the process.
	Member of senior management to kick off the treasure hunt.
	Carry out treasure hunt and record energy-saving opportunities.
	Hold a debriefing session to discuss what was found and brainstorm improvement opportunities.
	Complete the overall assessment of the treasure hunt, summarising the findings, cost savings and implementation costs where appropriate, and prioritise recommendations.
	Present an outline and draft of the treasure hunt results to the management team.
	Give a copy of the energy treasure hunt summary report to each management representative present.

Follow-up

	Agree on the measures that can be implemented fairly quickly, and those which may require additional analysis.
	Draw up an action plan with other relevant personnel for the measures identified.
	If funding is available, the project leader should consult with the relevant staff and decision-makers to facilitate the investment project process and project implementation.



Rialtas na hÉireann
Government of Ireland

e info@seai.ie
w www.seai.ie
t +353 1 808 2100

