
Creating an awareness campaign



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Preface

The UK's annual energy spend is £23,645 million and most businesses could save 10% off their energy bills through no or relatively low cost measures. Energy efficiency 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 helps to combat climate change. A first step is to raise awareness amongst all staff of energy use and its implications.

How to use this guide

This guide is for whoever in the organisation has responsibility for managing energy, together with those who have supporting roles, including internal training and communications staff.

Ideally energy awareness and cultural change should complement other elements of good practice as part of an integrated approach to energy management in your organisation.

This guide provides ideas and resources to motivate everybody to save energy. This will ensure long-term benefits for people, the organisation and the environment. You should also read the Carbon Trust guides: [An introduction to energy management \(CTV045\)](#) and [the more in-depth Energy management guide \(CTG054\)](#) to learn how to implement the wider aspects of energy management across your organisation.

Larger organisations may wish to use a variety of measures from the guide. These could be integrated into employee engagement and training activities for health and safety, operational practices, and new employee

induction, for example. Smaller organisations may prefer to undertake a few activities at a time, such as staff briefings and email campaigns.

Customise

The best way to create your energy awareness programme depends on your own circumstances. Some companies are more advanced than others, and some people 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 those appropriate for your circumstances.

There are four essential steps to making energy awareness part of your organisation:

- good planning – so you can realistically achieve your goals
- effective implementation – choosing the correct time and assigning roles and responsibilities
- checking the effectiveness of the programme and reviewing awareness throughout your company – allowing room for feedback
- maintaining the right level of commitment.

“
You know what works best
for your organisation and
your people”

For free advice on saving energy within your organisation, download our guides at www.carbontrust.com/resources.

A number of free [employee awareness resources](#) – such as downloadable posters, booklets and stickers are available online. See the stickers section on [page 20](#) to see how they can be used effectively.

Figure 1 The four steps to implementing an awareness programme



Step 1: Planning

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

- support and resources
- your current situation
- your target audience and goal setting
- messages and communication channels.

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 significantly 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 you can call upon help for specific aspects of the programme.

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

Secure a budget

Plan a realistic budget. You will need to budget for producing and distributing promotional materials, and for incentives such as competition prizes. Money spent preparing good quality materials will increase your 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 – which should lead to savings in the order of 5% to 10%, making the investment well worthwhile. To keep costs down, make the most of existing internal resources and supporting material from the Carbon Trust.

Time allocation

Make sure you have allowed 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. If you don't, people will lose interest and you will lose the benefits of any good work to date.

Your current situation

Once you have secured resources and been assured support, you can start to assess where you are now. The following are ways of assessing and recording your current situation. Do this before, during and after the campaign, and compare and publicise the results.

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

Myth

Turning a thermostat up 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.

Know and understand your company's energy consumption

An understanding of how your organisation currently uses energy, both in terms of cost and units of energy (usually in kilowatt hours, or kWh), should underpin any campaign.

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. Further

information can be found in the Metering, Monitoring and Targeting (MM&T) section of the Energy Management page on our website, www.carbontrust.com/energymanagement

Find out how aware staff are about energy waste

Get your colleagues to complete the short questionnaire on [page 28](#) of this guide. You may want to complete it with them to glean more information about current attitudes and awareness, and to make sure it gets done within your timeframe. Calculate the results in each section and record the percentages in the Energy Awareness Summary on the following page.

You can monitor whether attitudes are changing by having staff complete the questionnaire before, during and after the campaign.

Identify where, how and by whom most energy is wasted

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 walk-around to note good and bad practices of energy usage, using the checklist on [page 28](#).

For more detailed survey tips for key technologies such as lighting, heating, refrigeration or compressed air please download [Energy Surveys - A practical guide \(CTG055\)](#).

You may be able to monitor energy use on an area-by-area basis using dedicated metering. Such decisions should be part of your MM&T programme.

Your target audience and goal setting

Information from the questionnaire will help you decide who should be targeted and on which level (financial or environmental, for example) 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 colleagues – 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.

Target high energy users

You should already have identified which individuals or groups are responsible for particularly high levels of energy use. Target them first to maximise energy reduction.

Identify what they need to do

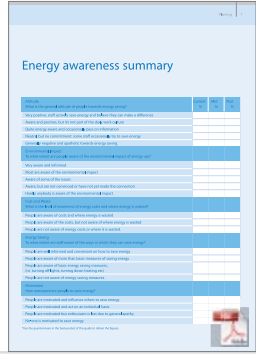
There are many myths surrounding the issue of saving energy and it is vital to dispel them. You will need to address the fact that some individuals may not have the authority to change working procedures, although they should still be empowered to make suggestions that will be taken seriously. You need 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 10% in 18 months' or 'Reduce our electricity bill by 5% in 12 months.' Once you've selected your audience you need to decide how to best get your message across. Remember that progress towards specific goals need to be measurable. Also, over-ambitious goals can be counter-productive by demotivating people when they are not met.

Energy awareness summary

Calculate the results from the questionnaire in this table.



[Download](#)

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 24](#) – Messages and slogans.

Did you know?

Lighting an office overnight wastes enough energy to heat water for 1,000 cups of tea.

Create content

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?

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 Carbon Trust report [The climate change challenge \(CTC502\)](#). 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: heating, lighting and computers, for example. People are more likely to take action if they are given only one or two activities to carry out. In an industrial workplace, aim for simplicity: for example, "Can you switch off unused equipment at lunchtime?"

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

People will respond to different reasons for saving energy, and it also 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, like the kitchen or common room. Use the table on the next page to help you decide what will motivate your staff.

Table 1 What will motivate your staff to save energy? Use the table below to help you decide

Motivation	Explanation
Increased productivity	More efficient equipment allows people to do their jobs better.
Marketing	Energy efficiency is a positive step towards greater environmental responsibility. Corporate responsibility is important in many boardrooms, and being seen as 'green' enhances an organisation's reputation amongst customers and shareholders.
Improved reliability	Equipment used efficiently and correctly works better and longer, resulting in cost savings, less equipment downtime and fewer demands on maintenance staff.
Financial	Energy awareness leads to cost savings which lead to higher profit margins. Be aware that employees are usually only motivated to save money for their employer when they feel that better financial performance leads to increased job security and/or profit-related bonuses.
Environmental	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, carbon dioxide emissions and the environment, people can appreciate that they can make a difference.
Improved comfort	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.
Morale	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	Although staff may not always respond to energy awareness at work, most will be interested in saving energy at home and on the road. 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.
Charitable giving	Some people are motivated by helping others. Appeal to them by agreeing to donate a percentage of the energy cost savings to charities nominated by staff.

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 or 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.

Motivation	Explanation
Competition	Some people respond to the challenge of competition. Set up ongoing competitions to see which sites, buildings or departments can make the greatest energy savings. Publicise the results regularly and if possible award a prize to the best every year.
Recognition	Recognise the actions and successes which staff make with energy savings. This will encourage them to make further suggestions.

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 below shows the key routes you could use 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.

Table 2 Key communication routes

Key communication routes	
Emails	A direct form of communication, but avoid overload.
Presentations and training	A dedicated presentation or longer-term training on energy saving is an ideal opportunity for getting the message across.
Posters	These remind people to save energy but they must be renewed at regular intervals.
Staff newsletters	Use staff communications where available, to inform people and report successes.
Meetings	Put energy on the agenda.
Walk-arounds	Walk around the office at regular intervals to establish good practice.
Stickers	Encourage people to think about saving energy at the point of use, for example, on photocopiers.
Word of mouth	Generate messages to stimulate interest and get people talking.
Displays	Use part of an existing notice board or create a dedicated one about energy saving, or to inform staff how the campaign is going.

Myth

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

Reality

Electrical products continue to consume power when on standby. Be especially aware 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.

Remedy

Ensure equipment is switched off at the mains when not required for longer periods, such as over night. Raise awareness of the issue, and use time switches where suitable.

Key communication routes

Competition	Create competitions between different teams, departments or buildings. Try a quiz or a contest to design a new poster.
Internal communications	Include the energy saving slogan or message in memos, minutes or other standard internal communications.
Pay slips	Adding energy saving messages to pay slips is a good way of attracting attention.
Energy literature	Create leaflets, booklets or newsletters to show people how they can save energy.
Suggestion schemes	Provide a scheme for people to suggest energy saving ideas and offer rewards.
External input	Invite experts to talk about energy saving and environmental issues.

Step 2: Implementation

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

When to start

Carefully consider when the programme should begin. The summer offers saving opportunities like 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 better embedded the message will become in people's minds – but ensure the campaign does not become stale. Measure the success of the programme and compare the results against your initial benchmarks. You should see an increasing rate of success, which you can publicise. Alternatively, if you find that energy reduction habits are slipping, you can use the facts and figures to get the organisation back on track.

Assign roles and responsibilities

You will need other people to help you. Assign roles and responsibilities carefully. If you 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 will need champions – people to spread the word and inspire others. Consider how many would be appropriate – perhaps a champion for each department, building or floor.

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. There are some examples on [page 20](#) of this guide. Alternatively, you could create your own materials and tailor them to your particular industry or organisation. Themes or slogans should be short, catchy and thought-provoking. Think of a memorable name for your programme. A major broadcaster, for example, called theirs “Watts On”.

Launch the programme

If you can, 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 and messages in phases – don't do everything at once. Maintaining and sustaining interest will be challenging. Once you are underway, keep the momentum going.

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: Reviewing and communicating

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.

Measure the success of the programme

At various points along the way, measure your organisation's progress towards set targets. For example, 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 8](#). 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 question and answer session.

Remember to thank staff for their feedback and act on it 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.

Reviewing and communicating 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

Learn from your experiences and incorporate them into the programme.

An energy culture

Energy awareness should become as much a part of the culture of your organisation as safety, quality and customer care. In addition to awareness campaigns, this requires wider attention to all the key elements of energy management. An energy policy is central to this and shows a public commitment to energy efficiency and the environment.

It demonstrates the level of management support for energy efficiency both within the organisation and outside it. The Carbon Trust guide [Energy management \[CTG054\]](#) gives comprehensive guidance on how to produce an effective energy policy.

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
- where possible, build energy awareness into job descriptions and into individuals' objectives on good environmental practice

- include energy efficient practices in workplace procedures
- consider energy usage when purchasing new equipment and training people to use it
- maintain displays and posters, and refresh them 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.

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.

Campaign tools

Emails

- are a direct method of communication in workplaces where most staff use computers
- allow you to send targeted messages
- are an appropriate delivery route for messages about computer use

- can be used to gather further questions, ideas and suggestions.

Email messages should be relevant and interesting. Do not annoy or bore your colleagues. Don't make the email too long – aim to get straight to the point. If possible, use graphics and/or colour. 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 issues at a time and change them regularly to maintain interest.
- 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 or energy use charts.
- Use durable material. Laminating display materials ensures their quality and longevity.

Carbon Trust employee awareness tool

Carbon Trust Empower is an interactive tool designed by the Carbon Trust, to help employees be more efficient at work, and also understand the wider benefit of their actions.

Through tutorials, virtual tours, a quiz, and other features, Carbon Trust Empower will help you learn about carbon saving opportunities, and encourage you to make a commitment to save in your office. Visit www.carbontrust.com/empower to find out more.

Posters

Posters can contain different types of messages: news, questions and commands. You could produce a series of posters tailored for your organisation, or use the general posters available from the Carbon Trust. See [page 20](#) of this guide for examples.

Remember:

- focus on a different issue for each poster
- use images – internet search engines will guide you to royalty-free images
- replace them regularly, as they have a limited shelf-life

- the better the quality of the posters, the more effective the campaign
- place posters at the point of use and at eye level. Don't place them in windows as this will cut out light.

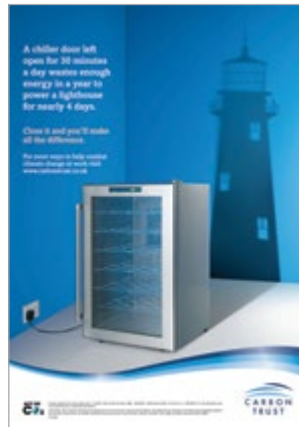
A poster usually suggests action that can take place now. The message must be short so that the lettering can be bold and large and seen at a distance. Posters can also generate word-of-mouth communication.

Stickers

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

- Use stickers at the point of use, on or near equipment, like photocopiers, printers, computers, light switches and machines.
- Label equipment with colours. Red could mean "switch off after use" and green could mean "allowed to be left on", for example.
- Label those light switches which should be switched off first – usually rows of lights beside windows.
- Label equipment that uses a lot of energy.

Figure 2 Examples of downloadable posters and stickers available from the Carbon Trust



PFL308



PFL310



PFL307



- A simple image can convey a command but remember to add an explanation, as it may simply be ignored.

Promotional materials

Include messages on promotional materials such as diaries, calendars, Christmas cards, leaflets, brochures and mouse mats. If possible, add energy saving messages to your

organisation's website or create dedicated web pages about the programme.

Make clients aware of 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 tailored to your workplace can help dispel myths, negative comments or misinformation that may be circulating. See Messages and slogans on [page 24](#) 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 the publication's 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.

Incentives

Does your organisation have a system of staff bonuses? Could a percentage of the money you save by being more energy efficient contribute to these? It could appear on pay slips as an ESB – Energy Saving Bonus.

Pay slips

- People will see messages printed on pay slips when they look to find out what they have been paid.
- Pay slips are taken home, so tailor messages to encourage staff to think about energy use in their home.
- The message can be appropriate to the month. For example, in winter it could read "Turning down the thermostat by 1°C knocks 10% off heating bills", while in spring it could read "Now the clocks have gone forward, adjust curtains and blinds to let in as much natural light as possible."

Though messages on pay slips can feel more personal, use them 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 your programme. Competitions are also an excellent way of getting staff to participate in saving energy. Create competitions between teams, departments 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.

Depending on the type of competition, you could target it at staff or their children. Asking children to compete to design an energy saving poster is a good way of personalising the issue. It also generates interest outside your colleagues' 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. Consider appointing a panel
- multiple entries
- how the prizes will be awarded

Ask local companies (or suppliers, like utility companies) to donate or sponsor prizes in exchange for free publicity. Staggering the prize giving – by having one winner a month, for example – can help to maintain momentum.

Remember to:

- advertise the competition throughout the company
- keep it simple – the more difficult the 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 projections and presentations to get your message across.

When presenting to senior management, think about budgets. How much money is being spent on the programme? How much is it saving the company?

Use the opportunity to present the case for further investments in energy efficiency.

Internal communications

Other systems for passing on information include:

- headers and footers on internal paper communication such as memos and minutes
- staff appraisals.

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

Walk arounds

A simple walk around your premises can help you to:

- demonstrate where energy savings can be made, for example by 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 arounds at regular intervals; say, twice a month and at different times of the day. Photocopy the walk around checklist Appendix A on [page 28](#) as a starting point.

External publicity and support

Publicising your energy saving programme will raise its profile. Consider sending 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. Has your organisation used suggestion schemes in the past? Think about what made the scheme successful or unsuccessful.

Provide a suggestion box or email address where people can make their suggestions. Make sure this is accessible to everyone in the organisation. Ensure that you establish rules for the scheme, including time-scales for responding to ideas, 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 set an upper limit in the scheme rules.

Make sure you respond promptly to suggestions – preferably within a week or sooner, otherwise you could meet with apathy or resentment. If possible, respond to suggestions publicly – through general email or a notice in the staff kitchen, for example – so that others are aware of your response. Try to make the awarding of prizes into a regular mini-event.

Make sure that the proposer gets credit for their suggestions. Show how their ideas are being implemented. Publicise the results of any changes you make, along with who suggested them.

Energy literature

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

A newsletter could include details of:

- the background to the programme including targets
- why we should save energy (environmental impact, reduced costs and staff benefits, for example)
- ways to save energy at work and at home
- quotes or interviews with key staff
- competitions and prizes.

If you produce printed material, make sure it is not over-elaborate.

Messages and slogans

What a waste!

Air conditioning an office for one extra hour a day uses enough energy in a month to power a TV continuously for over a year.

Hot and bothered

Overheating your building by 1°C adds up to 8% to your heating costs.

Cut and dried

A 20% cut in energy costs represents the same bottom line benefit as a 5% increase in sales in many businesses.

Less is more

Taking a few simple actions could reduce your energy costs by 10% to 20%.

Hiss Off!

The energy wasted from a compressed air leak the size of a match head is responsible for annual CO₂ emissions equal to the weight of an elephant.

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 – don't waste it.

Double trouble

Having heating and air conditioning switched on at the same time is a massive and all-too-common source of wasted energy.

Uncomfortably hot fact

Office equipment of some kind or another is used by almost all UK businesses, and accounts for around 15% of all the electrical energy used in UK offices.

Switch off!

Effective management of office equipment can reduce its energy consumption by up to 70%.

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

Next steps

Energy awareness is just one part of the equation. You can take a number of additional steps to make your organisation more energy efficient.

Step 1: Energy management

Managing energy in a structured way across all the organisation's functions is key to using energy efficiently and reducing costs. Amongst other aspects, energy management must include adequate data collection and analysis (Metering, Monitoring and Targeting) to be effective.

Carry out an assessment of your energy management strengths and weaknesses by using one of the Carbon Trust's self-assessment tools. Visit the [Energy management](#) page on the Carbon Trust website to begin formalising energy management in a way that works for your organisation. When your management system is

sufficiently developed, consider whether certification to a suitable standard would be useful – see the Carbon Trust guide to [Energy management \(CTG054\)](#) for more information.

Step 2: Identify energy saving opportunities

Use walk around energy surveys to identify ways to reduce energy use through:

- behavioural and operational changes
- improvements to plant and equipment

- improvements to building fabric.

Sector specific guides are available from www.carbontrust.com/sector.

There is also more detailed guidance and technology related checklists in our [Energy surveys guide \(CTG055\)](#).

Step 3: Procurement and tax incentives

When procuring equipment that uses energy, make sure that energy efficiency is taken into account.

The Energy Technology List identifies products that qualify for Enhanced Capital Allowance (ECA) tax relief. ECAs allow 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.

Step 4: Review where you are

It is important to regularly review your progress, make adjustments to your strategy and maintain momentum. Staff awareness in particular requires regular reinforcement and fresh ways of engaging people.



Further information

Carbon Trust website

[Energy management](#)

[Advice by technology](#)

[Advice by sector](#)

Related publications

The Carbon Trust publishes technology and sector specific fact sheets and guides.

The current range of titles includes:

Guides

[An introduction to energy management \[CTV045\]](#)

[Energy management \[CTG054\]](#)

[Energy surveys \[CTG055\]](#)

[Making the business case for a carbon reduction project \[CTV039\]](#)

[Monitoring and targeting \[CTG008\]](#)

[Metering technology overview \[CTV027\]](#)

You can view our full range of tools, guides and reports at www.carbontrust.com/resources

Go online to get more

The Carbon Trust provides a range of tools, services and information to help you implement energy and carbon saving measures, no matter what your level of experience.

👉 Carbon Trust Empower

Help employees play a part in achieving energy and carbon savings for your organisation with our interactive employee engagement tool.

www.carbontrust.com/empower

👉 Case studies

Our clients case studies show that it's often easier and less expensive than you might think to bring about real change.

www.carbontrust.com/our-clients

👉 Tools, guides and reports

Free publications and tools for energy saving across range of sectors and technologies.

www.carbontrust.com/resources

👉 Carbon Trust Green Business Directory

Looking to install energy efficient or renewable energy technology? Find your ideal supplier in our directory of Carbon Trust accredited businesses and technologies.

www.carbontrust.com/greenbusinessdirectory

👉 Energy Efficiency Financing

Investing in energy efficient equipment makes sound business and environmental sense, especially with the easy, affordable and flexible Energy Efficiency Financing scheme brought to you by Carbon Trust Implementation and Siemens Financial Services.

www.energyefficiencyfinancing.co.uk

The Carbon Trust is an independent company with a mission to accelerate the move to a sustainable, low carbon economy.

The Carbon Trust:

- Advises businesses, governments and the public sector on opportunities in a sustainable, low carbon world.
- Measures and certifies the environmental footprint of organisations, products and services.
- Helps develop and deploy low carbon technologies and solutions, from energy efficiency to renewable power.

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