

The Eco-Efficiency Centre's
✓ **Top-Ten Checklist** ✓
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Employee engagement is a vital aspect of any energy efficiency program. However, employees will not understand their role unless deliberate steps are taken. Consider the following tips to actively engage employees in your company's energy efficiency initiatives:

- ✓ **Create an employee awareness team.** Find employees who are enthusiastic about energy efficiency and who are committed to motivating other staff. Ensure that each department is well represented and that the group contains all the necessary skill sets within your company.
- ✓ **Choose a good leader for your employee awareness team.** A leader who is a member of senior management will have the respect of employees and will be well suited to promote your company's commitment to energy efficiency.
- ✓ **Clearly define your targets.** Develop a mission statement with measurable goals in terms that all employees understand.
- ✓ **Provide training.** Make sure that employees know what is expected of them and give them the technical expertise they need to meet these expectations.
- ✓ **Explain why changes are needed.** Tell employees about the existing or anticipated government and company policies that have caused energy efficiency to become a priority. Employees will not be keen on making changes if they are not convinced that change is necessary.
- ✓ **Show employees how they benefit from an energy efficiency program.** Employees will become willing participants of your program once they know the benefits that are relevant to them.
- ✓ **Keep employees informed of progress.** Regular reports will let employees know that their efforts are having meaningful impacts.
- ✓ **Solicit feedback.** Suggestion boxes and surveys and other tools will let staff know that their voices are being heard.
- ✓ **Be creative with your communication.** Use a variety of mediums to communicate. Lunch and learn sessions, signs, banners, and information boards can be used to both motivate and educate staff.
- ✓ **Reward good practices.** Employees will be motivated to continue conserving energy if they are recognized for this. Consider holding office-wide contests and give rewards.

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For details about these and other strategies for implementing an employee awareness program, check out the NRCan guide, "Team Up! for Energy Savings: Guide to Building an Energy-Saving Culture in the Workplace" available at:

<http://oee.nrcan.gc.ca/industrial/training-awareness/employees/index.cfm?attr=24>

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