

Turn staff on to turning off

John Mulholland believes the best way to start an energy-saving campaign is to thoroughly explore staff knowledge and attitudes

In order to design the correct strategy for an energy/environmental awareness campaign, it is important to determine the position of staff with respect to their attitudes and knowledge of the subject. A properly designed staff attitude survey can help with this process.

NIFES have pioneered the design and use of these surveys for energy campaigns and have developed unique software to analyse the results.

Awareness and motivation

It is important to measure two key

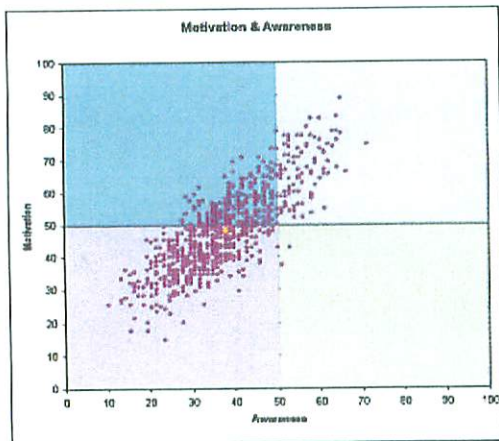


Fig. 2. An awareness/motivation tool is an important starting point for developing an energy saving campaign

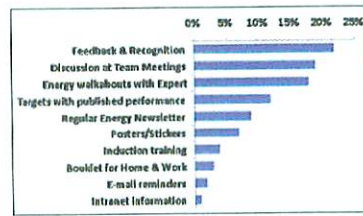
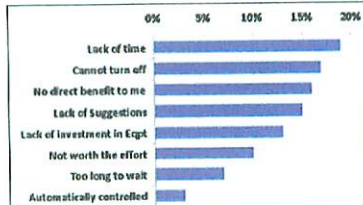


Fig. 2. An awareness/motivation tool is an important starting point for developing an energy saving campaign

- male/female;
- age;
- site/location;
- job function.

For example, contract catering staff may be predominately situated in the low awareness/low motivation

quadrant whereas office staff might be in the low awareness/high motivation area. Having this information will help determine the different approaches necessary for an effective campaign.

Some questions in the survey do not measure awareness or motivation but simply ask employees to identify barriers to saving energy

areas: what staff know (awareness) and what staff do (motivation). What moves them to do it? What are the internal drivers? What can be tailored to that organisation? Some only measure awareness, some measure motivation and some both. Staff are often asked how they answer each one with respect to their own job awareness and another location. These scores can then be fed on an awareness/motivation scale to identify the starting point for an awareness/motivation survey. This information is very useful as it identifies fall into one of the four areas:

- low awareness/low motivation (lower left);
- low awareness/high motivation (upper left);
- high awareness/low motivation (lower right);
- high awareness/high motivation (upper right).

The aim of any campaign is to get an awareness/motivation tool in the high awareness/high motivation quadrant as this is likely to reap the most energy saving and improve environmental practice through permanent behavioural change.

The average score (yellow data

points) distribution as it shows the starting point for the organisation. It also gives a measure of potential energy savings based on facts rather than assumptions. Some organisations repeat the survey annually to gauge the movement of the average score.

People already in the high awareness/high motivation quadrant are potential recruits to act as local Campaign Champions or Representative. In addition, the study is can be refined by comparing the scores of groups of employees such as:

• effective incentives and then awareness/motivation

Best methods of communicating the energy saving message. Other questions seek to gather specific ideas on saving energy and improving environmental performance. These can be turned into local initiatives, energy saving suggestions related to operational issues which may otherwise not be considered, and valuable information for tailoring a campaign strategy. For example, how many staff use mobile phones and 3G?

Once the data has been analysed, NIFES will produce a report containing recommendations on the shaping of an appropriate campaign strategy tailored to the organisation.

Additional benefits of the survey are that the process itself raises awareness to some degree and also enables organisations to involve respondents directly on the wider environmental Representative. At one UK University, 100 staff responded to the survey and these 100 volunteers participated in the campaign as Environmental Representatives.

To view a generic NIFES survey visit <http://www.nifes.org.uk/survey> or <http://www.nifes.org.uk/survey>

or take a specialist survey for your situation. NIFES are always happy

Environmental awareness campaign at www.hanrahan.com

In February 2009 Loughborough University launched a comprehensive environmental awareness campaign with the slogan "It's Better Off". The campaign commenced with an on-line staff awareness survey carried out by NIFES. The study report concluded the following conclusions: there was scope to improve both the motivation and, to a **significant**, the awareness of all groups of staff; the university was viewed as taking climate change relatively seriously;

the programme needs to convince people that their colleagues are motivated to save energy; staff consider that the most effective incentive will be "making it easier to do the right thing" - this, in conjunction with the overall motivation levels, indicates a definite willingness to support environmental initiatives; "Feedback and recognition of savings achieved" and "Walkabouts with experts to identify issues" were also popular choices; staff associate energy saving, recycling, travel and other

environmental topics as low to low; the main drivers viewed as being very good at recycling paper and cardboard; however, there was less confidence with the recycling of other materials; there is potential for 2.88m kWh in overall response relating to the number of staff and indicates a high level of interest in the topic;

through the survey approximately 150 staff have been recruited as Environmental Champions. These Champions are voluntary staff who will promote and advise colleagues on specific measures to save energy, water and on promote sustainability. They also report opportunities for energy savings and environmental initiatives to the Campaign team. In total, 100 of these volunteers have been recruited.

In the next six months of the campaign savings of 235,000 kWh have been recorded. In addition, the "It's Better Off" awareness campaign was very successful with electricity consumption during the 2009 Easter break being 12.4 per cent lower than in the same period in 2008.

ENQUIRY No. 132
www.nifes.co.uk/energy09