

GETTING EMPLOYEE BUY-IN

ENERGY SMART MANAGEMENT PRACTICES



Energy Planning & Communities Program

Communities are on the frontlines of the
Climate Change Challenge.

The success of your energy initiatives is greatly influenced by
the municipal staff.

There are many things that you can do to get the support and
buy-in of your employees.

Can we help you with your climate change challenge?

Northwest Territories Association of Communities

Phone: (867) 873-8359 x 7

Fax: (867) 873-3042

E-mail: sara@nwtac.com

www.nwtac.com



Your community government can set an example for businesses and residents on how to engage in Energy reduction.

Some of the ways that you can help your employees be ENERGY CHAMPIONS are:

- Develop a communications plan. See NWTAC communication products on www.nwtac.com such as posters and fact sheets
- Involve the media to recognize what you and your employees are doing
- Do a Employee survey and quiz. See how they do at the beginning of your campaign vs. the end
- Have a LUNCH AND LEARN or COFFEE AND LEARN to either educate or to solicit ideas through brainstorming
- Do a weekly "DID YOU KNOW" e-mail out to staff
- Develop a recognition program to reward employees who are making an effort to reduce energy use.
- Develop an ENERGY SUGGESTION BOX not only for visitors and residents but also for staff
- Recognize/Reward staff whose suggestions are implemented
- Have a "TURN IT OFF DAY"
- Issue a corporate challenge to other offices in your community to LEAVE YOUR CAR AT WORK WEEK
- Review the cost savings of more efficient computers. If the payback is short enough consider replacement. Everyone likes having a new computer!
- Be sure and consult with the affected employees before implementing any energy policies
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Your Employees have the potential to be your community's best ENERGY CHAMPIONS!