



# Green Aware

*A Step in the right direction*



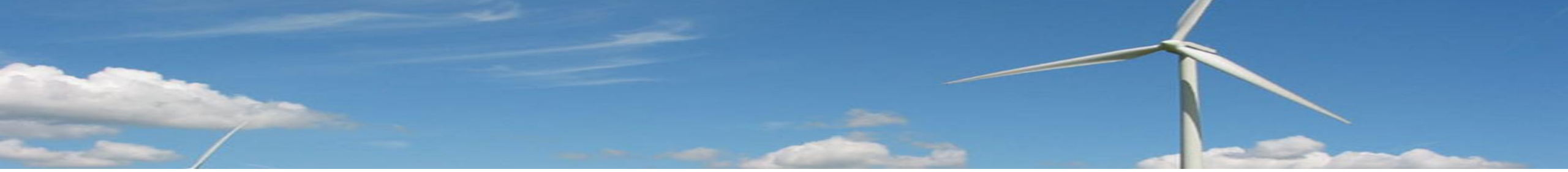


# AEE / SEAI Seminar

## 10<sup>th</sup> Sep 2013

Energy Awareness – “Keeping up the momentum ..”





# Who are Green Aware



# Who is “Green Aware”

- Green Aware is an Energy Awareness company
- We specialise in raising **Environmental awareness** within organisations staff through **innovative and interactive events**; we also provide **Energy audits (Behavioural/Technical)** and set up **staff energy awareness programs**
- Green Aware’s aim is to raise the profile of **Environmental management**, convincing different groups in a companies organisation that **environmental awareness** is a vital and worthwhile goal
  - **G**ood corporate citizenship
  - **R**eduction of cost and CO2
  - **E**nergy management awareness
  - **E**mployee engagement
  - **N**ew Technology & products

# Green Aware Services

## Staff Events

Our Energy Awareness days are very interactive directly engaging with staff

We educate people on how Energy is created and how they can save energy at “home” and in the “work place” with simple changes...

Making Energy conservation  
**“Instinctive”**

**“Tell me and I'll forget”**

## Energy audits (Behavioural/Technical)

If it can be measured, it can be managed!!

Creating audits that suit company requirements we engage directly with staff on our EMBWA audits

Identifying area's where a company and staff can reduce impact on environment and their bottom line

**“Show me and I'll remember”**

## Visible Green Program

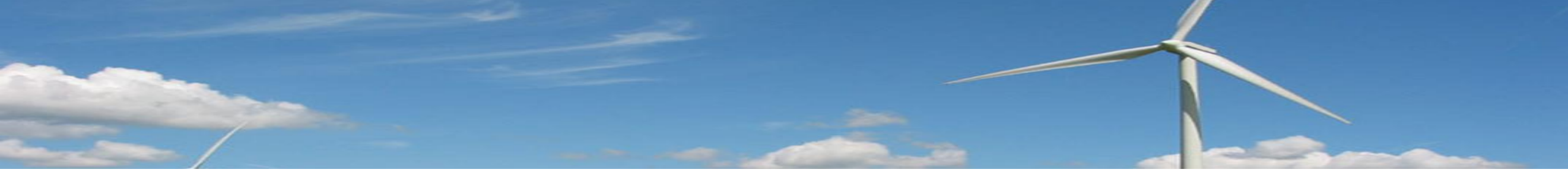
Green Aware work with organisations to promote their Environmental program.

By engaging with Company management we gauge the current level of Energy commitment and willingness to grow the Energy Policy and initiatives.

When an organisation is seen to be “Visibly Green” by its staff, this in turn builds the bases for a fully interactive and rewarding Energy program

**“Involve me and I'll understand”**

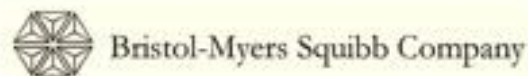


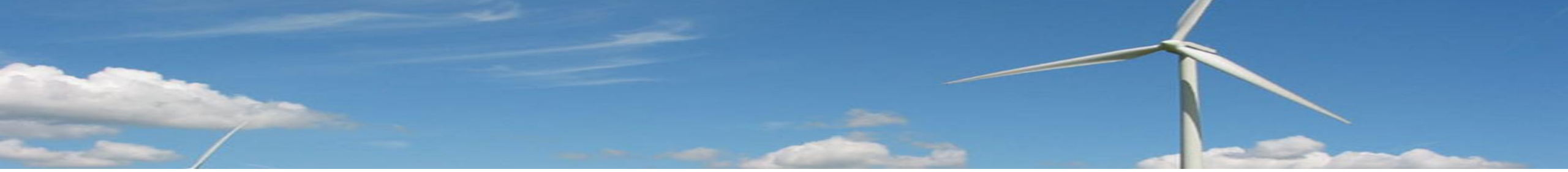


# Green Aware customers



# Green Aware customers





# Employee Statistics

## “Staff Energy Perception Survey”





A large white wind turbine is visible in the background against a blue sky with scattered white clouds. The turbine's blades are partially visible, extending from the top right towards the center of the frame.

# Employee Statistics

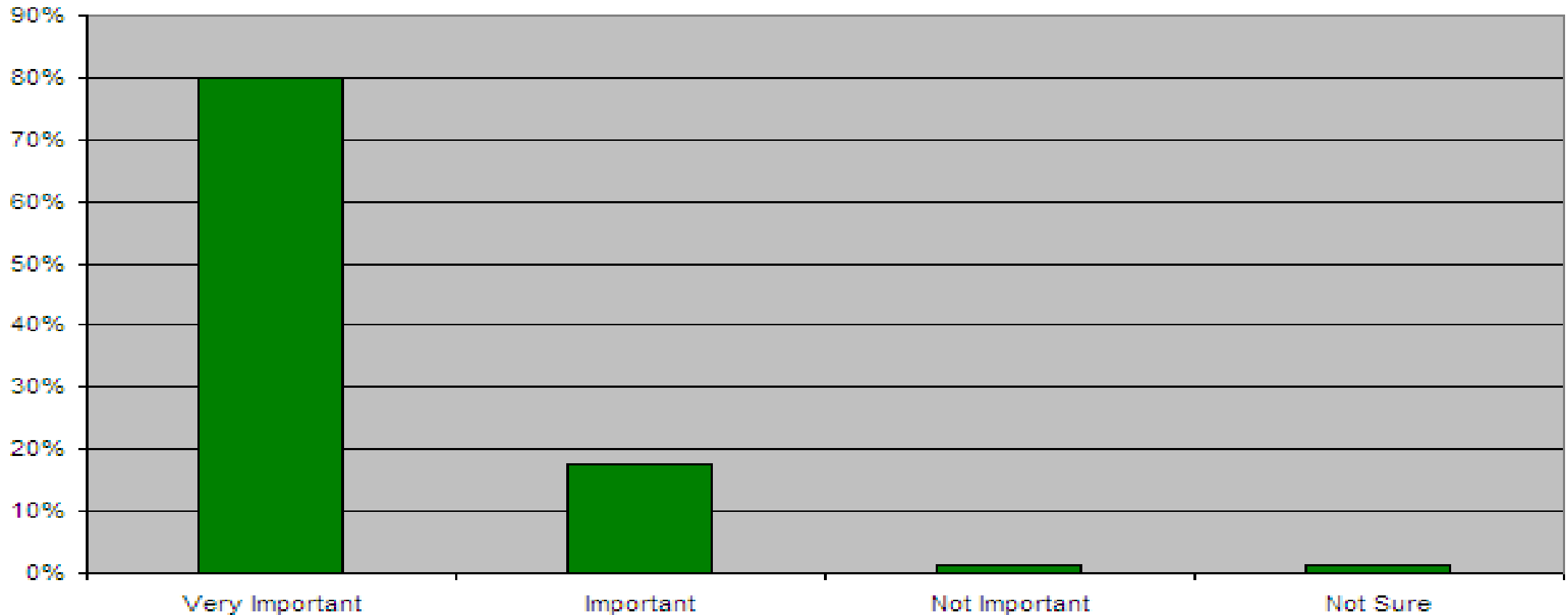
## “Staff Energy Perception Survey”

- Green Aware has completed approx. **32** online staff energy perception surveys across a large variety of industries to date
  - Pharma, Telecommunications, Banking, Food
- These surveys consist of “real” employee feedback
- The survey covers staff perception of their companies commitment to “Energy Management”
- The Survey is broken down into
  - Awareness
  - Motivation
  - Communication
- We have combined all the responses to date and have chosen some to review with you today

# Employee Statistics

## “Staff Energy Perception Survey”

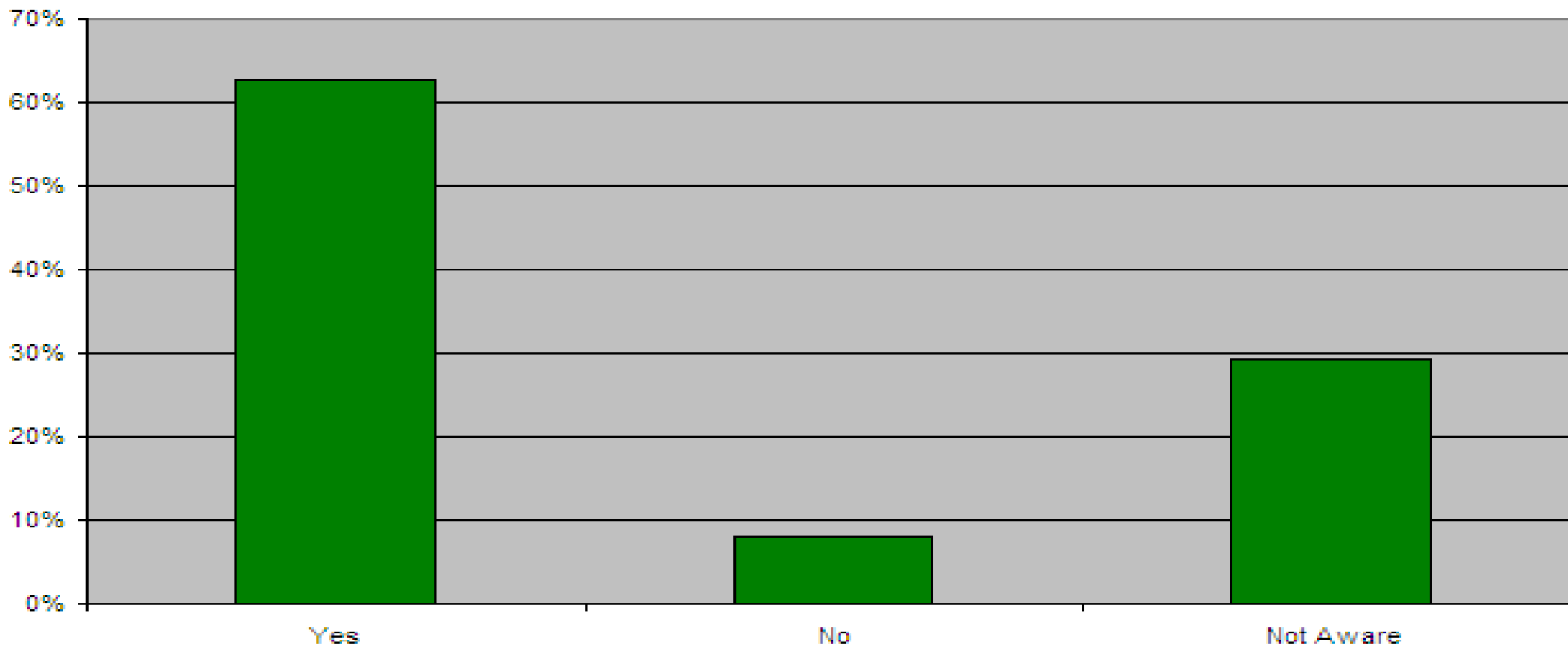
How important is Energy Management in a company?



# Employee Statistics

## “Staff Energy Perception Survey”

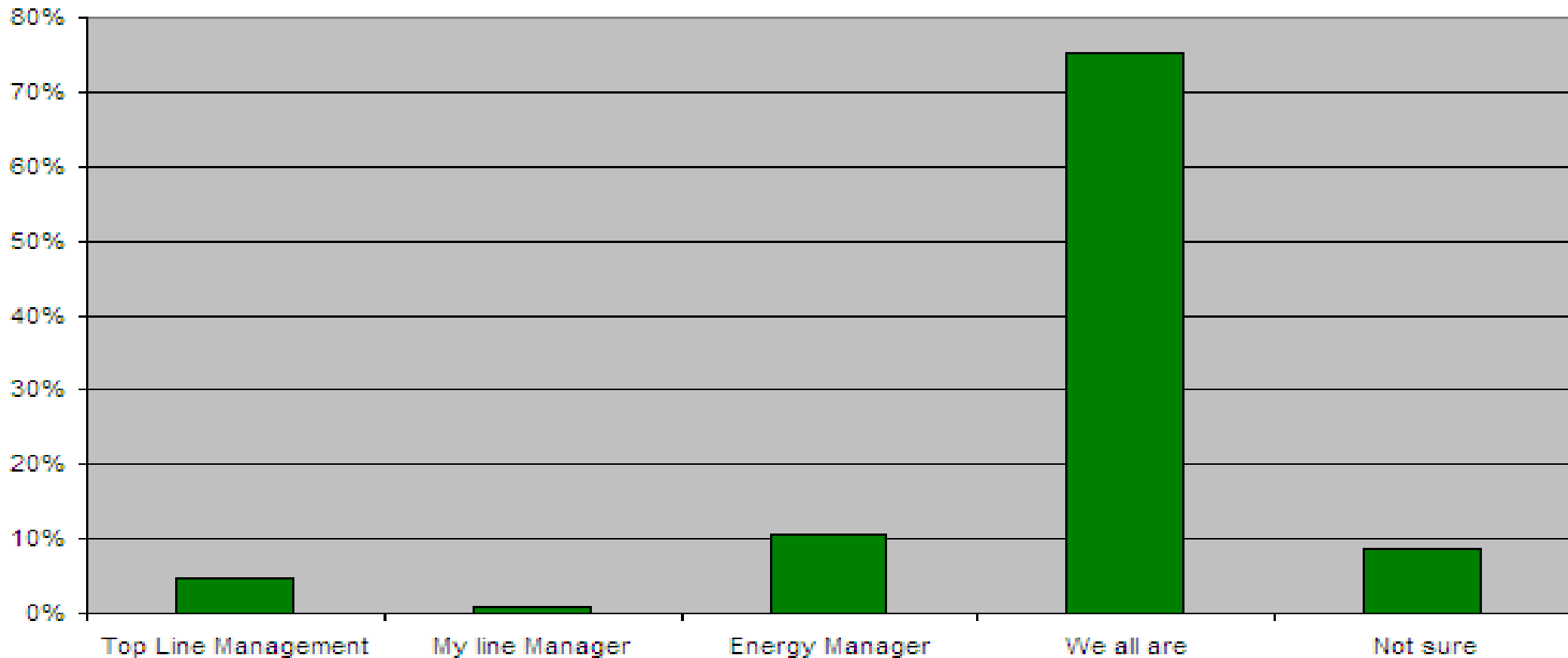
Has your company a clearly defined energy management strategy?



# Employee Statistics

## “Staff Energy Perception Survey”

Who is responsible for Energy Management in the company?

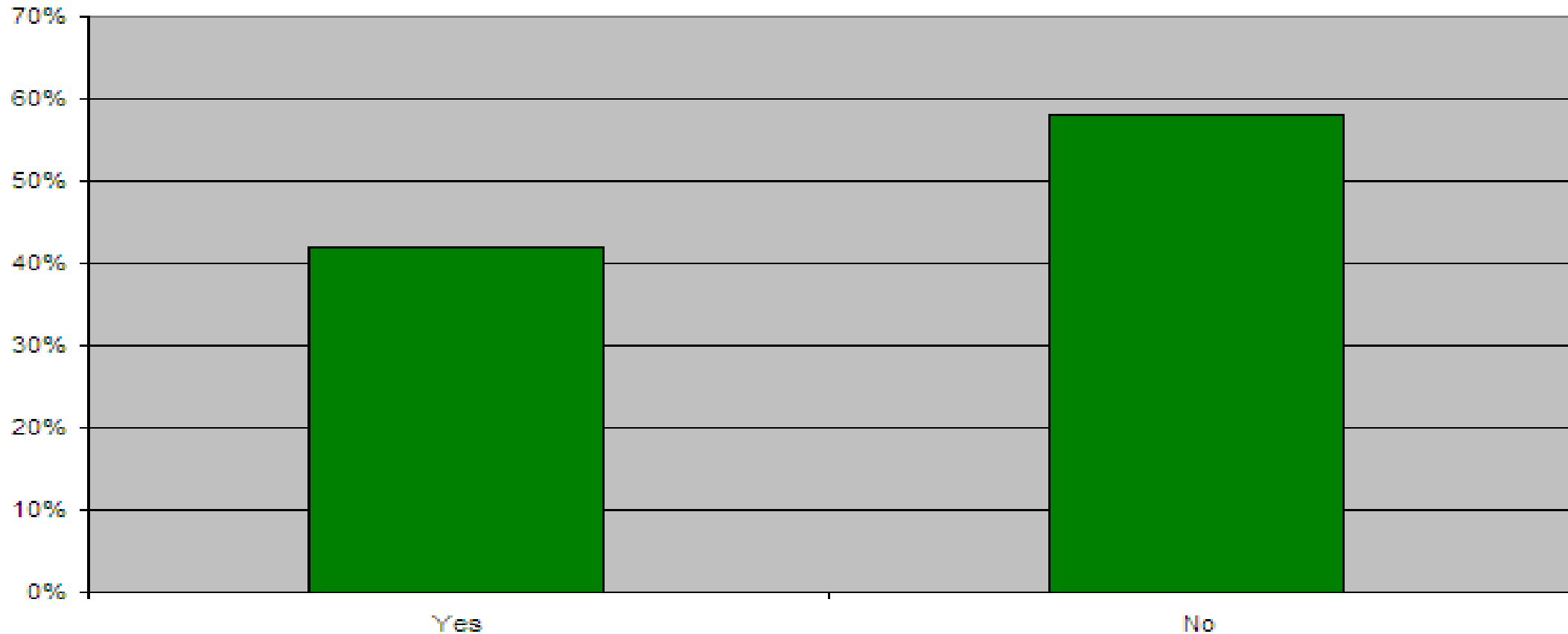




# Employee Statistics

## “Staff Energy Perception Survey”

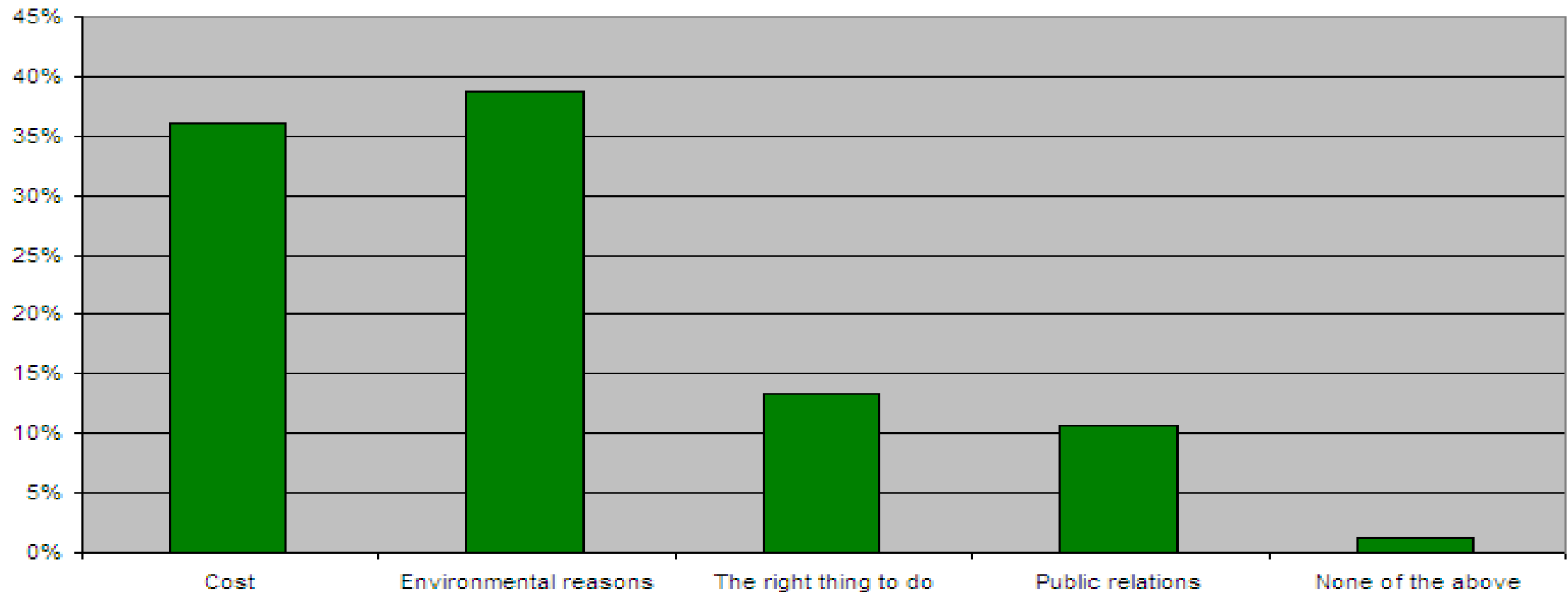
Do you believe all Managers are committed to Energy Management?



# Employee Statistics

## “Staff Energy Perception Survey”

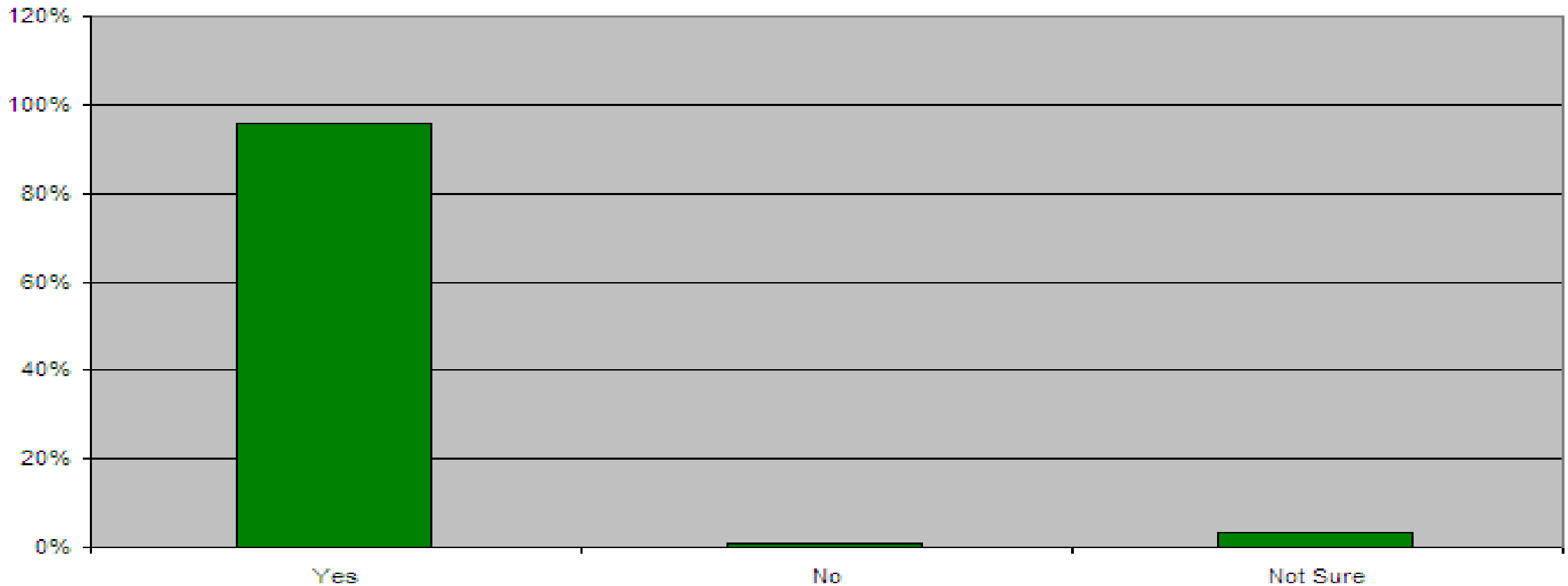
Why do you believe behavior change is required?



# Employee Statistics

## “Staff Energy Perception Survey”

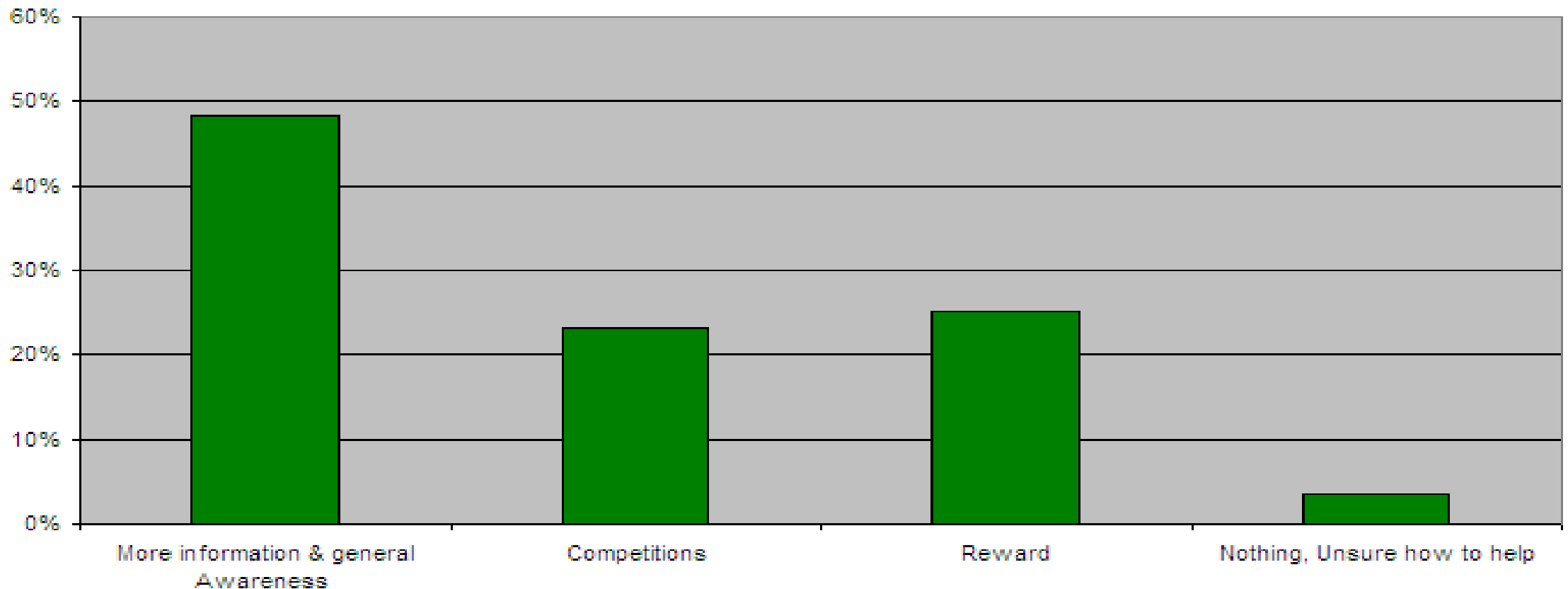
Would you be willing to change your behavior to reduce energy usage in the workplace?



# Employee Statistics

## “Staff Energy Perception Survey”

What would motivate you to participate in a Company Energy programme?

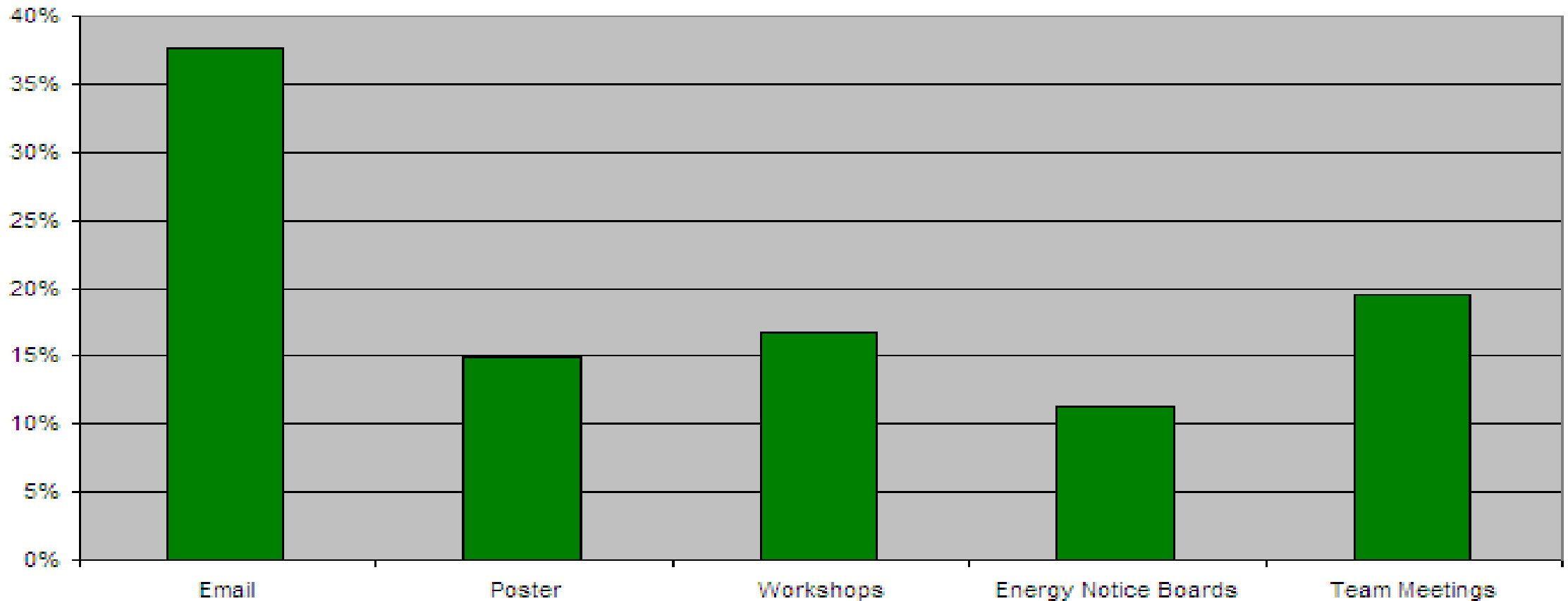


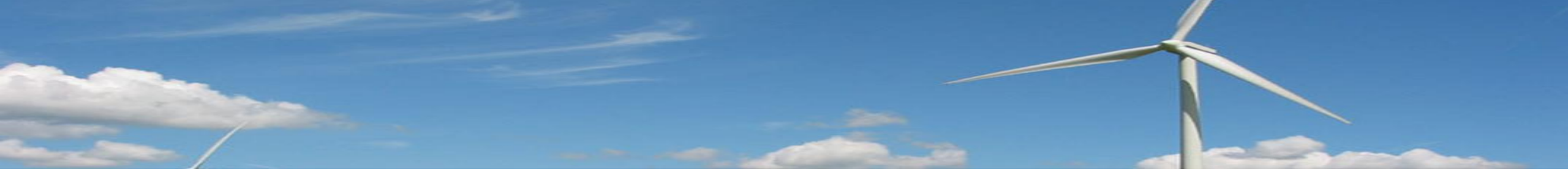


# Employee Statistics

## “Staff Energy Perception Survey”

Which of the following communication tools do you believe most affective in communicating information to you?

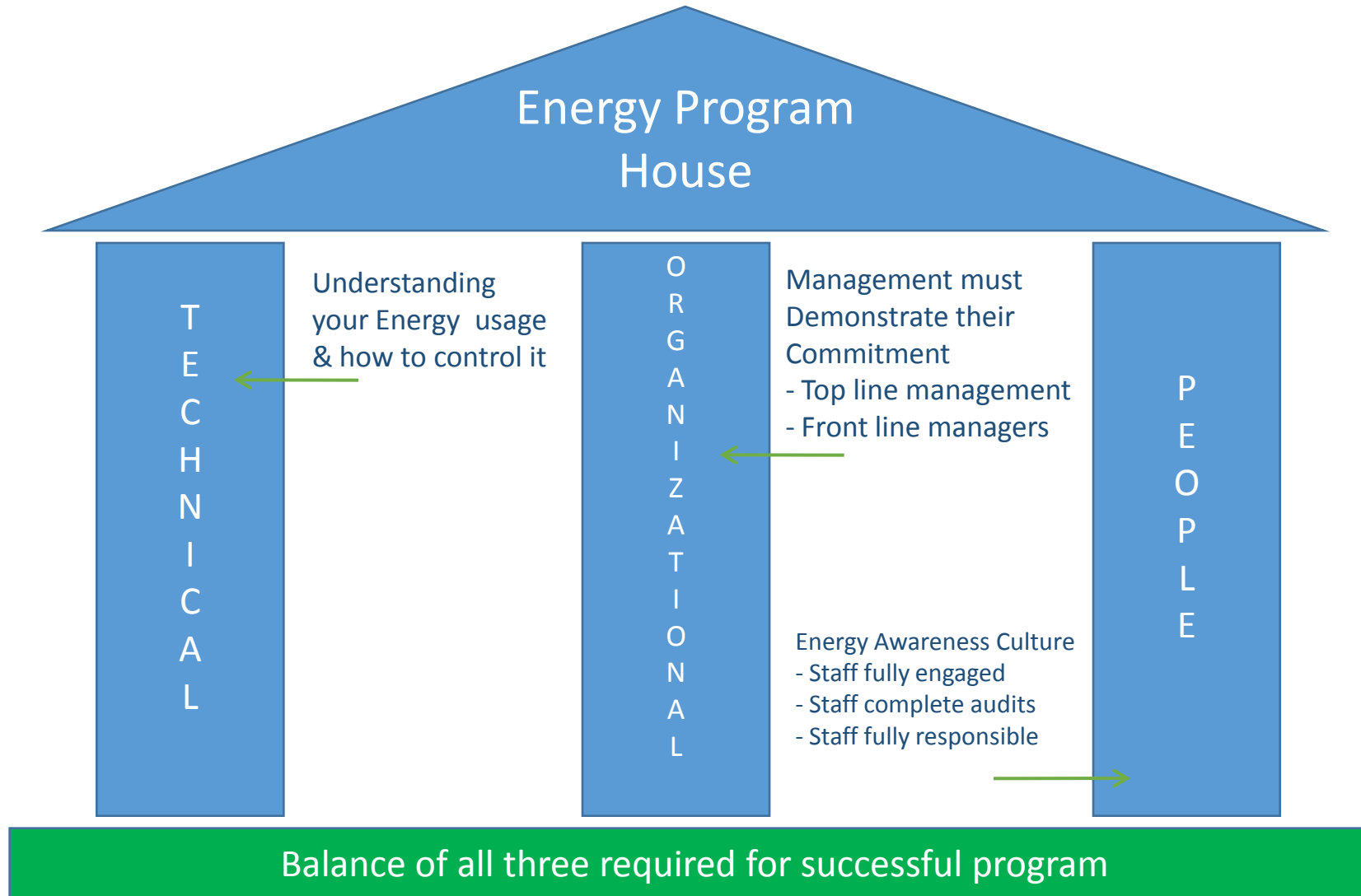




# Why is Awareness so Important

“before we understand how to maintain awareness we need to understand why it is so important”

# Why is Awareness so Important





# Without Energy Awareness

- **No Commitment from company & management**
  - Lack of Senior management commitment
  - Not understanding the correct employee driver
  - Ad hoc approach to Energy Management
- **No Action from groups within organisation**
  - No forum for staff/management to be proactive
- **No staff buy-in for program**
  - The use of generic materials
- **Goals cannot be achieved**
  - Goals & project milestones need to be agreed, implemented and monitored



# Successful Energy Awareness Campaign

- Management Commitment
  - ..
- Availability of Resources
  - ...
- Targeted Approach
  - ...
- Communication & Feedback
  - ...
- Maintain Momentum
  - ...

An organisation with a clear energy management program can achieve savings from “good housekeeping” in the region of 10% to 15% or even more ...

Source:

[http://www.seai.ie/EnergyMAP/Energy\\_Awareness/Implement\\_your\\_campaign/](http://www.seai.ie/EnergyMAP/Energy_Awareness/Implement_your_campaign/)

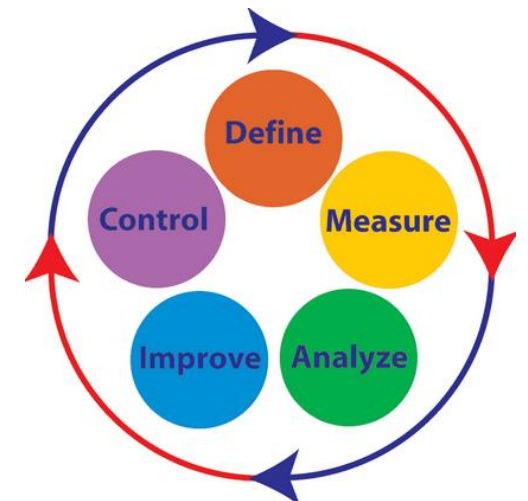


# Energy Awareness staff program “Keeping up the momentum ..”



# Maintaining an Energy Awareness program

- Maintain agreed “Energy program”
  - Not a one hit wonder!
  - Consistent/Repetitive
  - Provide staff with the opportunity to engage
- Continue to work with individual Energy Team players
  - Many companies do not have the opportunity to have a full dedicated team to focus on energy
  - Education for staff & Energy team members is key
- Set & Agree Energy EMBO (Energy Management by Objectives)
  - Roadmap set out and agreed
- Engage with staff in all area’s
  - Educate staff on Energy Walks
  - Build energy team!!
- Complete a Staff Energy perception survey
  - Used to measure success of recent programs or set benchmark for new program
- Access to Industrial experts
  - Reach out to employee in the area
  - Also look to reach out to expert companies
- Develop a methodology to monitor progress
  - Using “Six Sigma” methodology develop a fully interactive program





# Why is it important to involve staff

- A Successful Energy program requires the input of staff
- Never underestimate the value of encouraging participation and cooperation by staff and management to be “Energy-Wise”
- Ongoing motivation and education are vital for the success of your program.
- We all like to be recognised for hard work. The more you reward, encourage and motivate, the more people will want to get involved
- Remember saving energy in a large organization will only be possible with the commitment from Senior managers right down to the staff on the operations floor who will implement and operate energy management measures
- Low hanging fruit projects may have been completed!!



# Sample EMBO

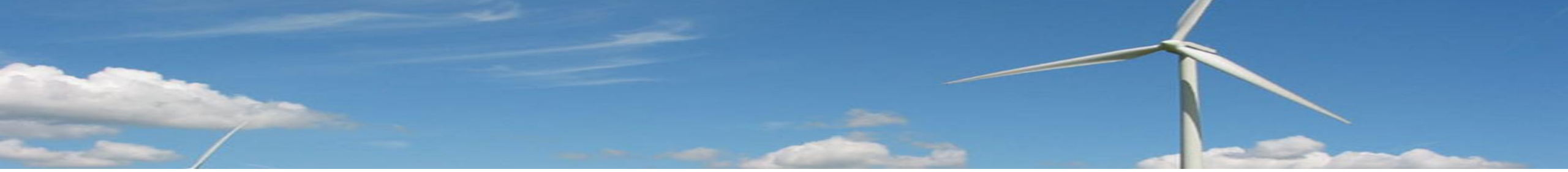
- Agreed by Energy team and management
- Owners assigned
- Implementation dates

Phase	Step	Detail	Type	When	Duration	Owner
1	Kick Start	1 Full Site Walk (4days)	Walk	WW07	1 day	Green Aware/Energy Team
		2 <b>Presentation &amp; Kick off</b> - Feedback session from Site Walk - Discuss plans for Gerard Labs Energy Awareness campaign - Complete People & Energy Matrix (Score - Stake in ground) - Agree Communication content/channels (Intranet/Notice boards/Staff Meetings etc) - Review Survey Questions - Discuss "Name our Campaign" competition - Agree Awareness day	Meeting	WW11	1hr	Green Aware/Ronan
		3 Complete Online perception Survey	Survey	TBC	2 weeks	Staff
		4 Name our Campaign	Competition	TBC	2 weeks	Staff
		5 Energy Awareness day - Launch Campaign (sponsored by Energia)	Event	TBC	1 day	Green Aware/Energy Team
		6 Feedback session on Matrix and Online perception survey	Meeting	TBC	1 day	Green Aware
		7 Agree Energy Programmes	Meeting	TBC	2hrs	
		8 Agree Owners for Energy Programmes	Meeting	TBC	2hrs	Energy team
		9 Design Indicators to suit Energy programme	Meeting	TBC	4hrs	Green Aware
		10 Company time to digest requirements and agree EMBO's	Review	TBC	2hrs	Green Aware/Energy Team
		11 Energy Education classes - Auditors - Staff (Switch off etc)	Training	TBC	1hr	Green Aware Team
2	Monitor	1 Complete audits in Identified areas	Walk	TBC	1/2 Day	Green Aware/Energy Team member
		2 Review Communication content/channels	Meeting	TBC	2hrs	Green Aware/Energy Team
		3 Agree specific communications for identified areas	Meeting	TBC	2hrs	Green Aware/Energy Team member
		4 Drive Energy awareness initiatives	Meeting	TBC	Adhoc	Green Aware Team
		5 Review first 2 Qtr and plan next 2 Qtr	Meeting	TBC	2hrs	Green Aware/Energy Team

# Communication Channels

- Communication channels are different for each company

Communication routes		
1	E-mails	A direct form of communication, but avoid overload
2	Presentations and/or training	A dedicated presentation or longer-term training on energy saving is an ideal opportunity for getting the message across.
3	Posters	These remind people to save energy but they must be renewed at regular intervals
4	Staff newsletters	Use staff communications where available, to inform people and report successes
5	Meetings	Put energy on the agenda
6	Walkabouts	Walk round the office at regular intervals to establish good practice
7	Stickers	Encourage people to think about saving energy at the point of use, e.g. on photocopiers
8	Word of mouth	Generate messages to stimulate interest and get people talking
9	Displays	Use part of an existing notice board or create a dedicated one about energy saving, or to inform on how the campaign is going
10	Competition	Create competitions between teams, different buildings etc. or set them up to design a poster or quizzes
11	Internal communications	Include the energy saving slogan or message in memos, minutes or other standard internal communications
12	Letters	Sending a letter about the initiative to a home address will attract attention
13	Payslips	Adding energy saving messages to payslips is a good way of attracting attention
14	Energy literature	Create leaflets, booklets or newsletters to show people how they can save energy
15	Suggestion schemes	Provide the means by which people can suggest energy saving ideas and offer rewards
16	External input	Invite experts to talk about energy saving and environmental issues



# Case Study

## “Switch off program”



# Gerard Labs “QC Case Study”

- **QC Lab had been metered to monitor Energy Consumption**
  - There where 3 meters covering area
- **Green Aware worked with energy champion in area to implement “Switch off Campaign”**
  - Green Aware & Amy meet with QC Team to role out case study
  - Covering expectations from staff in area
  - Reason for the study
  - Discuss Gerard Labs Energy program
  - How the guys in QC area can help the program
- **Case study starting WW34 (Mon 24<sup>th</sup>) until WW37 (Fri 14<sup>th</sup>)**
  - Running for 4 week period
- **Review findings from initial walk of area**
  - PC’s/Lights/Equipment left on
  - Raw Materials Furness (3500watts on 24/7)
- **Potential savings**
  - **8.97%**



# “Switch off program” Proof of the pudding

## Key Elements

### Key elements of the case study

- Staff engaged on walk of area
- Possible savings shared
- Energy conservation posters erected
- Energy idea's communicated
- Baseline agreed
- Daily update to Energy Champions
- Results analysed & reviewed
- Extra Sub-Meters installed

### Key Factors for a successful case study

- Management support
- Staff involvement
- Agree baseline
- Identify target
- Comprehensive publicity

Green Aware  
A Step in the right direction

### Switch off Program review

Company	Gerard Labs	Auditor 1	Martin Coules
Work Hrs	7:30hrs to 00:00, Mon to Fri	Auditor 2	Amy Morone

Detail									Potential Savings					
No	Area	Item	Wattage	Usage per day (Hrs of operation)	Standby Hr's per day	Standby Hr's per week	SEU	Total Weekly Standby Wattage	Standby KWh's	Price per kWh (Per client)	Weekly Cost (Per item)	Total Items	Total Weekly Savings	Yearly Savings
19		Open Area power cords	2	0	24	168		336	0.34	€0.080	€0.03	16	€0.43	€22.36
20		Open area PC & Desktop	63	16	8	88		5544	5.54	€0.080	€0.44	12	€5.32	€276.76
21		Open area Label Printer	10	16	8	88		880	0.88	€0.080	€0.07	1	€0.07	€3.66
22		Open area network printer	63	16	8	88		5544	5.54	€0.080	€0.44	1	€0.44	€23.06
23		Dishwasher	700	16	8	88	Y	61600	61.60	€0.080	€4.93	2	€9.86	€512.51
24		Open Area lighting	36	16	8	88		3168	3.17	€0.080	€0.25	33	€8.36	€434.90
25		AHU 15	22000	16	8	88	Y	1936000	1936.00	€0.080	€154.88	1	€154.88	€8,053.76
Watts per day			30627						2746.67	Total Standby Hrs		Potential Savings		
KWH per day			30.63						8.97%	Potential % savings		€323.90    €16,842.95		

### Proof of the pudding

#### Energy Savings achieved

15%

reduction in “Out of hours”  
energy consumption

Meter PLD05 L4									
When	Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Totals
Before (WW34)	7am to 11pm	40734	42840	40440	40920	30840	5100	208874	
	11pm to 6am		7620	6300	8220	6240	7440	540	36360
During (WW35)	7am to 11pm	40680	41340	40140	41880	31980	12528	208548	
	11pm to 6am	4920	6360	4200	5880	4860	3600	29820	
Meter PDL10									
When	Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Totals
Before (WW34)	7am to 11pm	242800	273900	270300	266700	239000	141300	1434000	
	11pm to 6am		76800	70300	80100	77800	78900	66600	450500
During (WW35)	7am to 11pm	277000	270600	269900	279800	255700	65520	1418520	
	11pm to 6am		63900	74000	64400	65500	64600	62600	395000
Meter PDL 05 G4									
When	Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Totals
Before (WW34)	7am to 11pm		56088	62640	58640	65920	48800	31200	323288
	11pm to 6am		20400	18320	15360	17840	14880	14560	101360
During (WW35)	7am to 11pm		65520	70000	75120	65600	60400	23624	360264
	11pm to 6am		13600	1320	17920	12160	15600	13040	73640
Grand Totals (11pm to 6am)		Before (Watts)		588220		15%			
		During (Watts)		498460					

Weekly				
Average Usage (Wh)				
Area	PLD05 L4 Lighting	PDL10 Various	PDL 05 G4 Sockets	Totals All
Before	38961	318666	79175	436802
During	38872	293470	68682	401023
% Savings	0.23%	7.91%	13.25%	8.19%

#### Energy Savings achieved

8.19%

Overall reduction  
in energy consumption

1.5 Energy Meter's were installed to monitor energy consumption to identify the “baseline” and track “energy reductions”





## Staff Energy Awareness program

**Green Aware**  
*A Step in the right direction*

**SURe**  
Switch Off Unplug Recycle in eircom Group



*Presented by  
Martin Coules & David Grimes*

# eircom staff Energy Awareness program

- Green Aware has been working with eircom since 2009 assisting them with their Energy Awareness program
  - Launching of the eircom staff energy awareness program via staff roadshow
  - Completing online Staff energy perception survey
  - Name our campaign competition
  - SEAI “One Good idea” Schools program – 2 pager intranet website
  - Staff Energy scavenger hunt roadshow
  - Staff Intranet energy bulletin page (Running over 2 years)
  - SURE you can campaign “staff declaration” road show
  - EMBWA – Staff behavioural audits in workplace (real time)
  - Staff energy perception survey
  - Metering in place

# eircom staff Energy Awareness program

- Launching of the eircom staff energy awareness program via staff roadshow
- Completing online Staff energy perception survey
  - With several sites across Ireland, eircom wanted to engage directly with staff in large energy usage sites
  - By completing staff survey, we could measure the current energy awareness of staff
- **Why:** Before starting a big energy awareness program companies need to make sure that they engage with staff and get real feedback

# eircom staff Energy Awareness program

- Name our campaign !!
  - Eircom wanted staff to buy into the energy awareness program
  - We ran a “Name our Campaign” competition for all staff
  - Winner was announced on roadshow



- **Why:** By giving staff the opportunity to name the campaign, the staff where given ownership and extra buy-in was achieved

# eircom staff Energy Awareness program

- SEAI “One Good idea” Schools program – 2 pager intranet website
- Staff Energy scavenger hunt roadshow
- Staff Intranet energy bulletin page (Running over 2 years)
  - Green Aware worked with pupils in Longwood secondary school to develop 2 page Intranet staff energy bulletin website on behalf of eircom SURE TeamThe two pages were rolled out to staff at next staff energy awareness roadshow
- **Why:** Companies need different streams to engage with their staff, eircom recognised that the intranet was an excellent tool Green Aware developed a 12 month webpage program to engage with staff, running competitions and providing tips for saving energy at home and in the work place





# Staff intranet environmental bulletins

- Energy Bulletins

- Each month a themed Energy Bulletin will give staff advice and information on how to reduce energy consumption and save money at “work” and at “home”.
- There was also a chance to win a USB memory card, all staff had to do was just email the puzzle solution and tell the SURE team how they are following the monthly energy saving advice to enter.

## Switch off, Unplug, Recycle

This month we launch the 2013 SURE campaign by going back to basics....

### SURE Advice:

Switch off your monitor when you leave your desk for more than 20mins

Unplug your electronics and heaters when not in use

Recycle paper, cans, cartons, magazines etc. daily

## SURE

Switch Off Unplug Recycle in eircom Group



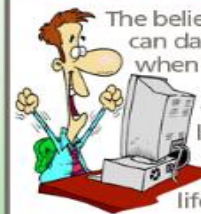
### Puzzle

Find the hidden energy message in the grid below. Email the phrase along with details of how you're following this months SURE advice to the Energy Campaign mailbox by the end of the month and be in with a chance to win a 2GB memory card.

S	R	Y	S	Y	C	H	R	Q
G	W	T	D	R	D	Y	D	O
Y	G	I	H	Y	O	D	Y	D
W	E	R	T	A	Y	Y	D	S
T	S	C	R	C	H	O	G	H
R	T	Y	T	E	H	I	O	D
C	D	G	H	I	T	O	I	O
N	B	C	V	B	N	E	F	I
T	R	D	K	T	T	Y	N	F

### Fact or Fiction???

A computer will last longer if it is left switched on



The belief that turning a computer off can damage it comes from a time when hard drives did not automatically park their heads when shut off. Today's PC's & laptops have moved on and switching off these appliances can in fact prolong the lifespan as well as saving energy!

### Did you know?

Office lights left on overnight use enough energy in a year to heat a home for almost 5 months


For further information check out the Energy Management site on comet

# eircom staff Energy Awareness program

- SURE you can campaign “staff declaration” road show
- EMBWA – Staff behavioural audits in workplace (real time)
- Staff energy perception survey
  - **SURE you can!!**, was the theme for the next staff roadshow
  - By engaging with staff in their working environment we could observe and educate at the same time!!
  - By running the energy perception survey again we wanted to capture the success of past programs
- **Why:** Over the course of the staff energy awareness program we had educated staff on how they could help the **SURE** program, by completing the survey we could measure the success of past programs and by engaging directly with staff in their working environment we could see the “proof in the pudding”

# Staff declaration

- Staff declaration
  - Staff committed to **SURe** program
    - Switch off
    - Unplug
    - Recycle
    - .. In eircom Group



**THE SURe CAMPAIGN**  
“Employee declaration”

eircom SURe campaign has been in operation since 2010, the company understands that for campaign to succeed and move to the next level we need everyone on board.

By signing this declaration you are committing to the efforts of the SURe campaign and together we will achieve our goals!!

Site: \_\_\_\_\_ Date: \_\_\_\_\_

*“I commit to Switch off, Unplug & Recycle in eircom”*

Names:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

eircom | meteo

# Next steps

- Working with eircom
  - Review of potential for energy teams in large sites
  - EMBWA staff behavioural audits (engaging directly with staff in large sites)
  - SURE social media approach (how many EE's have smart phone?) Twitter, Vine, Instagram etc.
  - Metering has been installed in large energy using sites



# Next steps

- Exploring the concept of using social media in the workplace to educate staff
  - Twitter
  - Facebook
  - Instagram





# Food for thought!!

