
Energy Management – Staff Engagement Toolkit Step Six

Tip Sheet for Maintaining Momentum

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The challenge for any energy management programme is to maintain momentum throughout the year. Many programmes fail due to a lack of focus.

The key to maintaining momentum is to analyse the organisation's existing culture, training, procedures and communication systems and build your energy management programme into these existing mechanisms.

A great way of achieving this is to implement a formal energy management system that is compliant with ISO50001.

Keep energy efficiency top of mind

To encourage people to continue to support your energy management programme, you need to keep reminding them why it is important. Keep momentum going by:

- Making sure energy management is included in job descriptions and induction programmes
- Ensuring staff performance (and appraisals) includes energy management KPIs
- Keeping energy management information and content fresh and up-to-date
- Providing regular reports, updates and reminders in management reports/meetings and on the staff intranet, newsletters, etc
- Reviewing and updating your energy policy and other energy management documentation
- Developing case studies that highlight successes across the organisation
- Keeping energy awareness materials fresh by swapping posters around, or by putting reminder stickers in key areas
- Producing small items with key messages printed on them (e.g. mouse pads, coffee cups, etc) to give to staff
- Seeking feedback from staff, using tools such as surveys and suggestion boxes
- Celebrating and recognising success with events, gifts, etc
- Hosting regular meetings and energy management 'talks' to discuss successes and identify where further savings can be made
- Running awareness campaigns or competitions targeting specific behaviours
- Entering the organisation in external award programmes that recognise energy efficiency and/or sustainability.

The clearer and more visible your messages are, the more effective you'll be in continuing to embed positive energy management behaviours in your organisation.

The following table can be used to help you identify the activities you will undertake to maintain momentum and how frequently you'll do them.

You can modify this table to suit your particular needs or situation (for instance, to reflect your organisation's existing processes, reporting frequencies, etc), and list specific activities to create a formal energy awareness calendar.

Activity	Description	Frequency
Strategic review	Review existing energy policy and energy management plan to ensure it is still relevant.	Annually
Staff documentation	Review staff on-boarding activities to make sure energy management continues to be included in job descriptions, KPIs and induction programmes (and is up-to-date).	Annually
Reporting	Produce a formal energy management report that shows performance versus target. If possible, get this report incorporated into existing management reports.	Monthly/Quarterly
Updates	Provide a summary of organisational performance and key performers (departments, people, etc), what plans are in place for the next month, what staff need to be thinking about, etc.	Monthly
'Team Talks'	Schedule regular presentations throughout the year to update staff on the company's energy management performance, upcoming projects, the latest energy management ideas/advice, etc	Monthly/Quarterly
Awareness materials	Regularly refresh posters/stickers around the organisation.	Quarterly (e.g. January, April, July, October)
Case studies	Produce case studies of successful energy management projects	Ad hoc/as required

Staff feedback	Regularly seek staff feedback and ideas using formal surveys and suggestion boxes. Make sure you share the results/information with staff.	Quarterly/Ongoing
Awareness campaigns	Run regular campaigns and competitions to keep energy management 'top of mind'.	Monthly
Celebrate and recognise	Organise special events or communications to recognise and celebrate energy management successes. Host a formal 'energy management awards' function to recognise energy management excellence (possibly with a range of awards).	As required