



CENTER FOR CLIMATE
AND ENERGY SOLUTIONS

Engaging Employees & Communities to Make an Impact

Employees as Community Catalysts

BECC Conference | Nov 14, 2012

The Game Plan

- 1. Overview**
- 2. Challenges to Engagement**
- 3. Our Strategies and Tools**
- 4. Quantifying Success**



Make an Impact Overview





CENTER FOR CLIMATE AND ENERGY SOLUTIONS

Founded in 1998 – as the Pew Center on Global Climate Change – the Center for Climate and Energy Solutions works to bring together business leaders, policy makers, scientists, and other experts to provide credible information, straight answers and innovative solutions to address global climate change.



Business Environmental Leadership Council



MAKE AN IMPACT

SAVE ENERGY, SAVE MONEY, SAVE THE PLANET



Empowering individuals and communities to take meaningful action to **save energy, save money, and live sustainably**

At Home



On The Move



At The Store



In The Yard



At The Curb



At Work



About Make an Impact


Click here to find out more about the program




Measure Your Carbon Footprint. Calculate Potential Savings.



[START HERE](#)

 [Latest News](#)

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 [Schools' Challenge](#)

[MORE ▶](#)

 [Student Center](#)

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October 18, 2011 at 02:36 PM GMT
**Alcoa's EcoClean panels open new
doors of innovation**



Your everyday actions
impact the Earth so
stay informed about





Challenges to Engagement



Employee Engagement: Overcoming Challenges

Challenges	Solutions
Competing time commitments & priorities	<ul style="list-style-type: none">• Easy to use, integrated, and tangible benefits• Visible buy-in from leadership
Varying interest & sophistication	<ul style="list-style-type: none">• Range of engagement – from easy to intensive• Messaging on energy efficiency and dollar savings
Geographic diversity	<ul style="list-style-type: none">• Localized resources and programming – online/offline
Limited resources	<ul style="list-style-type: none">• Focus on practical and affordable
Difficulty tracking behavior change & impacts	<ul style="list-style-type: none">• Comprehensive metrics and monthly reporting• Ongoing engagement and follow up



Strategies & Tools





MAKE AN IMPACT

SAVE ENERGY, SAVE MONEY, SAVE THE PLANET
CENTER FOR CLIMATE AND ENERGY SOLUTIONS

IN PARTNERSHIP WITH



Sign In

- Welcome
- About
- Climate Change
- Energy Use
- Carbon Offsets
- Kids

At Home

On the Move

At the Store

In the Yard

At the Curb

At Work



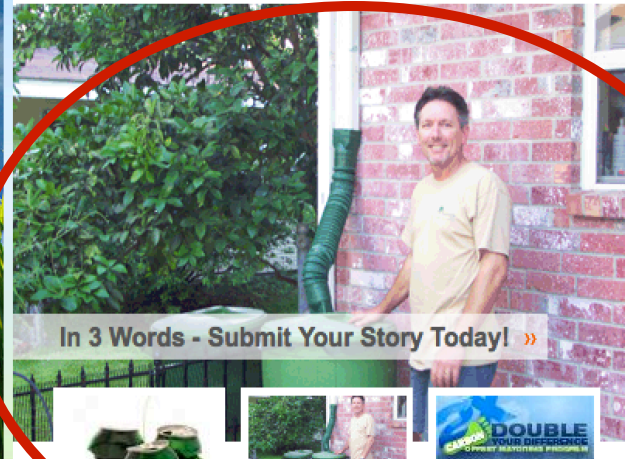
MEASURE
Your Carbon Footprint



CALCULATE
the Potential Savings



START HERE



In 3 Words - Submit Your Story Today! >>

America Recycles

In 3 Words

Carbon Offsets



Impact Tip

The United States is one of the world's biggest emitters of greenhouse gases, accounting for 25% of global emissions.

[Read More](#)



Local Resources

Read / submit resources for your area!



Join Our Mailing List

Receive tips on saving energy and reducing emissions.



Make an Impact At-A-Glance

Tips: [At Home](#) | [On The Move](#) | [At the Store](#) | [In The Yard](#) | [At The Curb](#) | [At Work](#)

Tools: [Footprint Calculator](#) | [Local Resources](#) | [Glossary](#)

About: [Make an Impact](#) | [Center for Climate and Energy Solutions](#) | [Entergy](#)

Contact: [Send a Message](#)

"In 3 Words" Makes it Personal



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Sign In

At Home

On the Move

At the Store

In the Yard

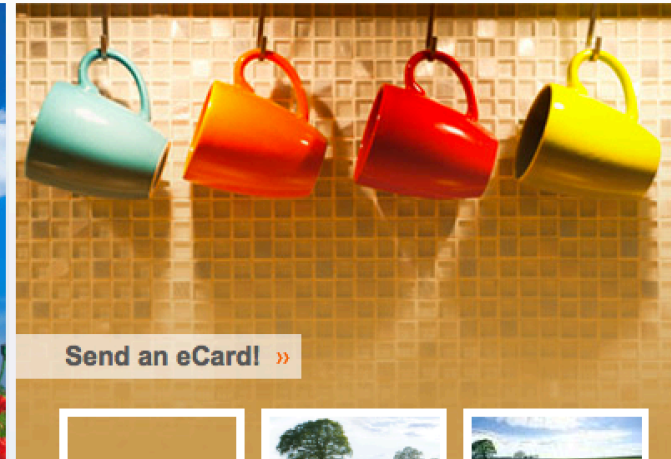
At the Curb

At Work

MEASURE
Your Carbon Footprint

CALCULATE
the Potential Savings

START HERE



Send an eCard! >>

Send an eCard

My Environment

New Initiative



Local Resources

Read / submit resources for your area!



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Local Resources Increase Relevance

Hi Anna, Thank you for Making An Impact.

Complete each tab of the calculator to measure your carbon footprint and discover how much you can save!

[Return To Website](#)

Home **Transportation** Recycling Outdoors Work

Your Home is 11000 lbs/year

U.S. Average Home is 22300 lbs/year

Computer ?

What type of computer do you have?:
ENERGY STAR Laptop

Have you set your computer to go into "hibernate" or "standby" mode when it is not active?: *
No

Have you set your monitor to turn off when the computer is not active?: *
No

Question 7 of 7

[BACK](#) [NEXT](#)

Carbon Calculator Allows for Measurement

Your Transportation is **8100 lbs/year**

U.S. Average Transportation is **26800 lbs/year**

Ride A Bicycle For Short Trips

Try these tips to find out how biking is a great way to get where you need to go, stay healthy and reduce your energy costs:

- Combine your commute with your workout.
- Riding a bicycle is often the most efficient option for short trips.

Learn more money and energy saving tips for getting around. [Read more.](#)

Potential savings of using bicycle to replace car riding: \$1400/yr · 6700 lbs CO₂e/yr

Pledge Fulfilled

Take The Subway

You can save energy and reduce your GHG emissions by taking the subway. Try these tips:

- Reduce your energy use by using the subway instead of driving.
- Reduce vehicle operating costs by using the subway.
- Talk to your local public transportation office to find out more savings tips for your area.

Learn more about subway systems in your area. [Read more.](#)

Potential savings of using subway to replace car riding: \$780/yr · 2000 lbs CO₂e/yr

SAVE PLEDGES

YOUR CURRENT CALCULATIONS

TOTAL POTENTIAL SAVINGS
\$2600 /yr
12000 lbs CO₂e/yr

COMMITTED TO SAVING
\$1500 /yr
7500 lbs CO₂e/yr

DONE - ESTIMATED SAVINGS!
\$0 /yr
0 lbs CO₂e/yr

Home

Join Us In Greening New Orleans

Play

Offset Your Travel



GEAUX GREEN

ENTER TO WIN A SUPER BOWL XLVII PRIZE PACK
BY PLAYING THE GEAUX GREEN GAME!



JOIN US

In Greening New Orleans



PLAY

the Geaux Green Game



OFFSET

Your Super Bowl Travel

CHECK STANDINGS

NFL fans are saving over **542,180.00** pounds of CO₂
from being...

0

Share

0

+1

0

Tweet

489

Like

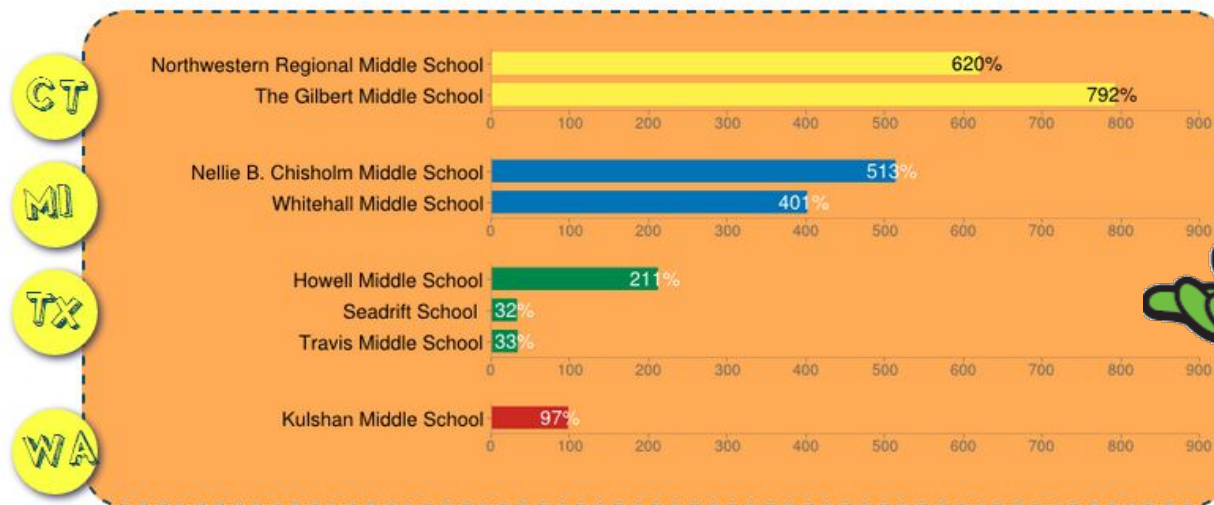
Envelope icon

Super Bowl Geaux Green Harnesses Excitement

- 17,000 people engaged over 23 schools in 8 states
- 34 million lbs CO2 saved and \$19,000 in grants awarded

Schools' Challenge Leaders

Welcome to the Make an Impact: Change Our 2Morrow Schools' Challenge! Want to see which schools are currently in the lead? You've come to the right place. Displayed below is the percentage of calculator and pledgelist completions as they relate to the student body of each school. The school with the highest percentage wins!



Schools' Challenge Harnesses Excitement

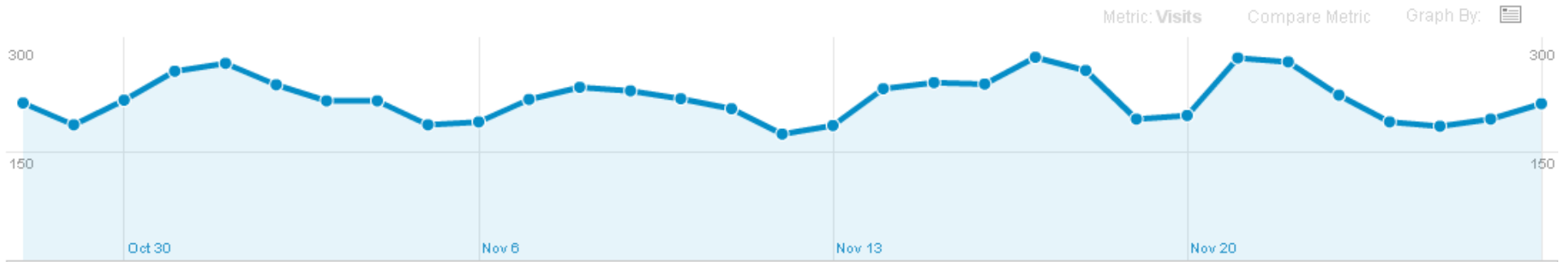


Workshops Harness Excitement



Quantifying Success





- Online metrics

- Web traffic, calculator registrations, potential and committed CO₂ lbs avoided, potential and committed dollars saved, social media engagement, e-newsletter signups, etc.

- Offline metrics

- Event attendance, volunteer hours, media mentions, etc.

Metrics and Reporting



- 9,261 Calculator Registrations
- 30,737,300 Potential Pounds of CO₂ Avoided
- \$7,640,530 Potential Savings



- 4,441 Calculator Registrations
- 24,902,370 Potential Pounds of CO₂ Avoided
- \$5,892,032 Potential Savings



- 1,838 Calculator Registrations
- 6,917,000 Potential Pounds of CO₂ Avoided
- \$2,931,570 Potential Savings

Make an Impact Program Results



Creating Effective Engagement



Employees can be amazing Ambassadors that create greater impact. Effectively engaging employees requires:

1. C-Suite Buy-In
2. Relevance & Excitement
3. Ongoing Engagement
4. Measuring & Sharing Success

Engaging Employees for Greater Impact



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[@tweetanimpact](https://twitter.com/tweetanimpact)

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