



## How the Program Works



- 2 year Program Cycle
- BC Hydro customers claim **2% energy savings**
- BC Hydro provides **support:**
  1. Consultant Time
  2. Discretionary Funding

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## Program by the Numbers



- 43 BC Organizations**
- 7 Sectors**
  - Advanced Education
  - Health Care
  - Property Management
  - Retail/Hospitality
  - Municipalities
  - Schools
  - Government
- Reaches over **600,000 People**
- 500 Facilities**

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## 2014 Program Refresh

- Answer the Question “What’s Next?”
- Develop a vision and road map for organization change
- Provide an effective and intuitive KPI for the program



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## Tier Assessment Tool

- How it Works
- What it Measures
- Next Steps

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BC Hydro		WCA Program				Overall	
Program	Client Name	Tier 1	Tier 2	Tier 3	Tier 4	Overall Tier	Overall Score
Planning	BC Hydro	0%	0%	0%	0%	0%	0%
Performance	BC Hydro	0%	0%	0%	0%	0%	0%
Reporting	BC Hydro	0%	0%	0%	0%	0%	0%
Assessment	BC Hydro	0%	0%	0%	0%	0%	0%
Engagement	BC Hydro	0%	0%	0%	0%	0%	0%
Target Audience	BC Hydro	0%	0%	0%	0%	0%	0%
Challenges	BC Hydro	0%	0%	0%	0%	0%	0%
Recognition	BC Hydro	0%	0%	0%	0%	0%	0%
Strategy	BC Hydro	0%	0%	0%	0%	0%	0%
Cost/Large	BC Hydro	0%	0%	0%	0%	0%	0%
Results	BC Hydro	0%	0%	0%	0%	0%	0%
Communication	BC Hydro	0%	0%	0%	0%	0%	0%
Proof Point	BC Hydro	0%	0%	0%	0%	0%	0%
<b>Overall</b>		<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Client Name	BC Hydro	Overall Tier				0.0	

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noweSmart		WCA Program				Overall	
Program	Client Name	Tier 1	Tier 2	Tier 3	Tier 4	Overall Tier	Overall Score
Planning	noweSmart	0%	0%	0%	0%	0%	0%
Performance	noweSmart	0%	0%	0%	0%	0%	0%
Reporting	noweSmart	0%	0%	0%	0%	0%	0%
Assessment	noweSmart	0%	0%	0%	0%	0%	0%
Engagement	noweSmart	0%	0%	0%	0%	0%	0%
Target Audience	noweSmart	0%	0%	0%	0%	0%	0%
Challenges	noweSmart	0%	0%	0%	0%	0%	0%
Recognition	noweSmart	0%	0%	0%	0%	0%	0%
Strategy	noweSmart	0%	0%	0%	0%	0%	0%
Cost/Large	noweSmart	0%	0%	0%	0%	0%	0%
Results	noweSmart	0%	0%	0%	0%	0%	0%
Communication	noweSmart	0%	0%	0%	0%	0%	0%
Proof Point	noweSmart	0%	0%	0%	0%	0%	0%
<b>Overall</b>		<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Client Name	noweSmart	Overall Tier				0.0	

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## Program Management

Program Management	100	100	100	100	100	100
Planning	100	100	100	100	100	100
Partnerships	100	100	100	100	100	100
Reporting	100	100	100	100	100	100
Stakeholders	100	100	100	100	100	100

- Program Planning
- Partnerships and Resources
- Reporting
- Stakeholder Awareness

## Whistler Blackcomb




- **Representation:** WCA Committee
- **Staff:** Sustainability Town Hall
- **Support:** Senior Leadership support

## Engagement Strategies

Engagement	100	100	100	100	100	100
Target Audience	100	100	100	100	100	100
Champions	100	100	100	100	100	100
Recognition	100	100	100	100	100	100

- Target Audience and Scope
- Green Champions
- Recognition

## Lower Mainland Health Authorities




Green + Leaders Program      Volunteer Management Cycle







BC GreenCare Website: <https://bcgreencare.ca/>

## Campaign + Communications Strategies

Campaign	100	100	100	100	100	100
Results	100	100	100	100	100	100
Communications	100	100	100	100	100	100
Next Steps	100	100	100	100	100	100

- Campaigns
- Measuring Results
- Communications Strategies
- Gathering New Ideas

## Office Doctors Campaign






2.6% Energy Savings

## The Tool: In Summary

- A roadmap for change based on behaviour + organizational change theory
- Single intuitive KPI
- **Goal: creating a culture of conservation**



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## Tier Assessment Tool + Resources

**TIER 1**  
10. COMMUNICATIONS  
Create campaign communications materials

**8. CAMPAIGNS**  
Prioritize conservation actions to promote, and engage people broadly and effectively in saving energy

Available at <http://bit.ly/BECCTierTool>

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## Contact Us



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