



Creative Approaches to Tenant and Resident Sustainability Involvement

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Goal of this Presentation:

Inspire You to Think Outside the Box

How Does this Relate to Sustainability?

– Part 1

- One of the biggest hurdles to overcome is engaging occupants in a meaningful way.
- What do we usually try?
 - Lobby displays
 - Scorecards
 - Newsletters
 - Best practices workshops
 - Environmental reports
 - Checklists, manuals, or tool kits
- Why would someone not interested in sustainability want to get involved with spreadsheets and generic checklists?



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Pillars to Every Sustainability Program

- Conventional wisdom: Three key pillars to sustainability programs
 - Executive buy-in
 - Creation of an effective and passionate sustainability committee
 - Clear and measurable sustainability goals
- ➡ A three legged stool
- Fourth pillar: Generating interest in participation
 - Neither the committee nor the building management can do everything on their own.
 - Occupants control the majority of a building's energy, water, and waste. They decide lighting levels and schedules, indoor temperature, and whether electronic devices are left on or turned off after hours.
 - Some occupants will care, but what about the rest?



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How Does this Relate to Sustainability?

– Part 2

- We have to do a better job of grabbing attention and presenting information in a relatable or humorous (as appropriate) way:
 - Do something unexpected to attract attention to your program
 - Communicate your program in creative ways
 - Give away something people actually want
 - Integrate pop culture
 - Draw inspiration from other programs
- Make the program and its delivery interesting, fun, and engaging. You can still share spreadsheets, provide tips, and benchmark. Just don't let spreadsheets and reports be ALL you communicate and be creative in how you DO communicate.
- Humor does not discredit the validity of the information!



Measure the Success of Your Program:

Sustainability Goals and How to Measure Them

SUSTAINABILITY GOALS AND HOW TO MEASURE THEM – CATEGORIES

What kinds of sustainability goals can you have?

- People
 - Health and safety
 - Staff involvement
 - Human rights
- Planet
 - Energy & water use reduction
 - Waste reduction
 - Pollution reduction
- Profit
 - Financial results
 - Social investments



SUSTAINABILITY GOALS AND HOW TO MEASURE THEM – GROUND RULES

- First some basic ground rules for goals – be as creative as you want to be in setting goals, but make sure that your goals are:
 - Specific
 - Measureable
 - Attainable
 - Relevant
 - Time-bound
- **Begin with the end in mind: Get your utility consumption data into ENERGY STAR Portfolio Manager...or some other tool. The latest version is easier to use than ever and you can see where your buildings rank among other similar buildings for a lot of building types – this can be a great tool to help you measure the success of carbon footprint reduction goals.**



Dave Stangis, vice president of corporate social responsibility and sustainability for Campbell Soup, believes that setting "big, hairy, audacious goals" is necessary to set up the kind of tension needed to motivate and inspire the people who need to reach them.

SUSTAINABILITY GOALS AND HOW TO MEASURE THEM – EXAMPLES

- Low hanging fruit: utilize the checklists on ENERGY STAR that cover simple operational energy management strategy – yes it's generic, yes it's basic, but if you need to start something this is a good place – track the resulting energy use reduction in ENERGY STAR
- Go big or go home – target a building to go through the LEED certification process
- Set up an employee carpool – ask employees to submit their carpool details weekly for a drawing so the data can be tracked. Employees can easily track their savings on their iPhone with Carbon Tracker or other apps and use the EPA Greenhouse gas calculator to track overall carbon footprint reduction



Expanding the Reach of Your Program:
Sustainability Programs for Residents

EXAMPLE RESIDENTIAL PROGRAMS – DEFENSE CONSTRUCTION CANADA

- Defense Construction Canada (DCC) supports their energy performance contract with energy awareness initiatives
- In 2008 and 2009, DCC was able to implement several programs:
 - DCC initiated Energy Awareness Week, held from September 22 to 26, 2008. Displays, presentations and a raffle promoted energy conservation throughout the base. In addition, Alberta Environment helped out by presenting a new program called “One Simple Act,” through which 145 base personnel committed to reducing energy or waste.
 - Energy Challenge 2009, held in the Military Fitness Centre for base personnel. Seven teams of eight participants competed to win prizes by generating electricity as they exercised on an elliptical trainer. DCC initiated the challenge to make base personnel more aware of the amount of effort needed to generate electricity. Participants exercised for half an hour each, and then the calories they burned were converted into kilowatt-hours. The top electricity generators won prizes to help them save energy at home and at work.
 - Guthrie School at CFB/ASU Edmonton entered into an poster challenge proposed by DCC. The challenge divided the grades into three different utilities—water, electricity and natural gas—and each class produced a poster on how to save energy at home, based on their utility. On January 30, 2009, all the class posters were evaluated, and the best class poster for each utility was awarded an energy-related prize.



EXAMPLE RESIDENTIAL PROGRAMS – NORTHWEST TERRITORIES, CANADA

- The Department of Environment and Natural Resources works with a number of partners, including government departments and agencies, industry, businesses and residents, to promote the use of environmentally sustainable energy sources and reduce the consumption of fossil fuels, energy and other utilities.
- Delivered in partnership with the Arctic Energy Alliance, their programs encourage the use of energy efficient technologies, facilitate development of community energy plans, and promote energy awareness.



EVENT

Wet Your Whistle Happy Hour + Pub Night

WaterWealth

VISIT THE WEB SITE ► 

Fri, Mar 21, 2014

4-9 PM

Wind down the Water Week work week with an after-work beverage, come for dinner, or mix and mingle later on in the evening... all in the name of celebrating and protecting our home waters! Special Art Raffle on an amazing home-water inspired work of art. Learn about other community groups working for water at our info tables. All drinks sold between 6-9 PM (excluding specials) will kick \$1 back to support the work of the Chilliwack-based WaterWealth Project. Contact Natalie at [604-798-8990](tel:604-798-8990) if your water-focused group or organization would like to display info.

MAJOR LEAGUE PUB

45768 GAETZ ST

CHILLIWACK, BRITISH COLUMBIA

EXAMPLE RESIDENTIAL PROGRAMS – SOLAR ONE, NEW YORK CITY

- Solar One is New York City's Green Energy, Arts and Education Center organization created to promote urban sustainability and education.
- Solar One's "Whole Buildings" is an education and training program that works with an entire building community to save energy and promote sustainable living.
- Created to synchronize energy-efficient weatherization improvements with efforts to reduce energy use and conserve water in multi-family buildings, the Whole Buildings program sends experts in energy efficiency and building operations for on-site walkthroughs and workshops.
- Whole Buildings helps everyone benefit through reducing energy and water use, saving money, recycling, making the home healthier, and protecting the environment.



- **Solar One works with building operators, residents, and owners to identify measures to improve building performance, answer technical questions about building efficiency, reduce heating and electrical costs, and address common energy efficiency and sustainability measures.**
- Initiatives include awareness campaigns for energy/water conservation and recycling, building-wide energy reduction challenges, joining a Community Supported Agriculture (CSA) program or starting a community garden, painting white roofs, and family-oriented environmental fairs with interactive, educational events.

Examples of Thinking Outside the Box:

Do Something Unexpected to
Attract Attention to Your
Program

Example: Tesla Model in the Lobby

- Building Management:
Wright Runstad & Company
 - 1201 Third Avenue, Seattle, WA
- Size of event: 3,000 tenants
- Event description:
 - Building management organizes an event for each Earth Day.
 - They partnered with a local dealership to display a new Tesla model in the building's lobby.
 - Tenants viewed it and learned about electric cars and sustainability.
 - Goal: Attract tenants, start a dialog, and generate interest.
 - It worked!



www.betterbricks.com/commercial-real-estate/reading/engaging-tenants-and-brokers-your-sustainability-initiatives



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Example: Lunch with the Mayor

- BOMA Seattle King County
- 71 properties
- Description:
 - Kilowatt Crackdown – challenges the real estate community to reduce energy, save costs, and position commercial office buildings for the future
 - Participating buildings competed to reduce energy and save costs
 - Winners were awarded lunch with the mayor of Seattle
 - The winning building manager could expand this to include their tenant with the best performance

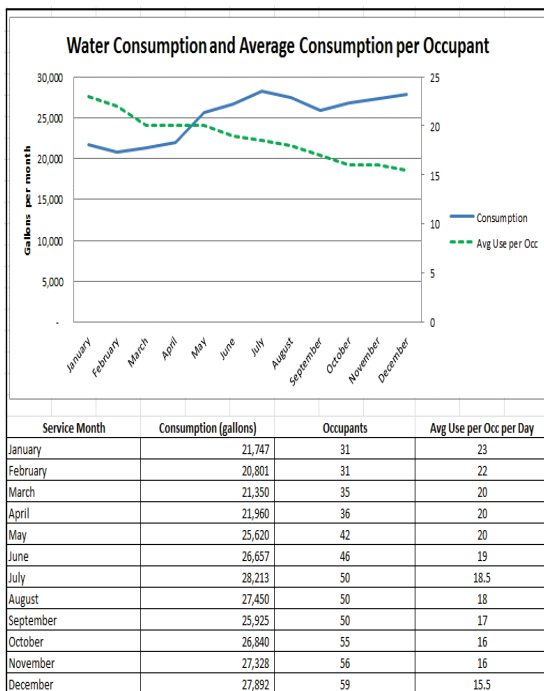


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Examples of Thinking Outside the Box:

Communicate Your Program in Creative Ways

Example: Employ Tongue-in-Cheek Humor

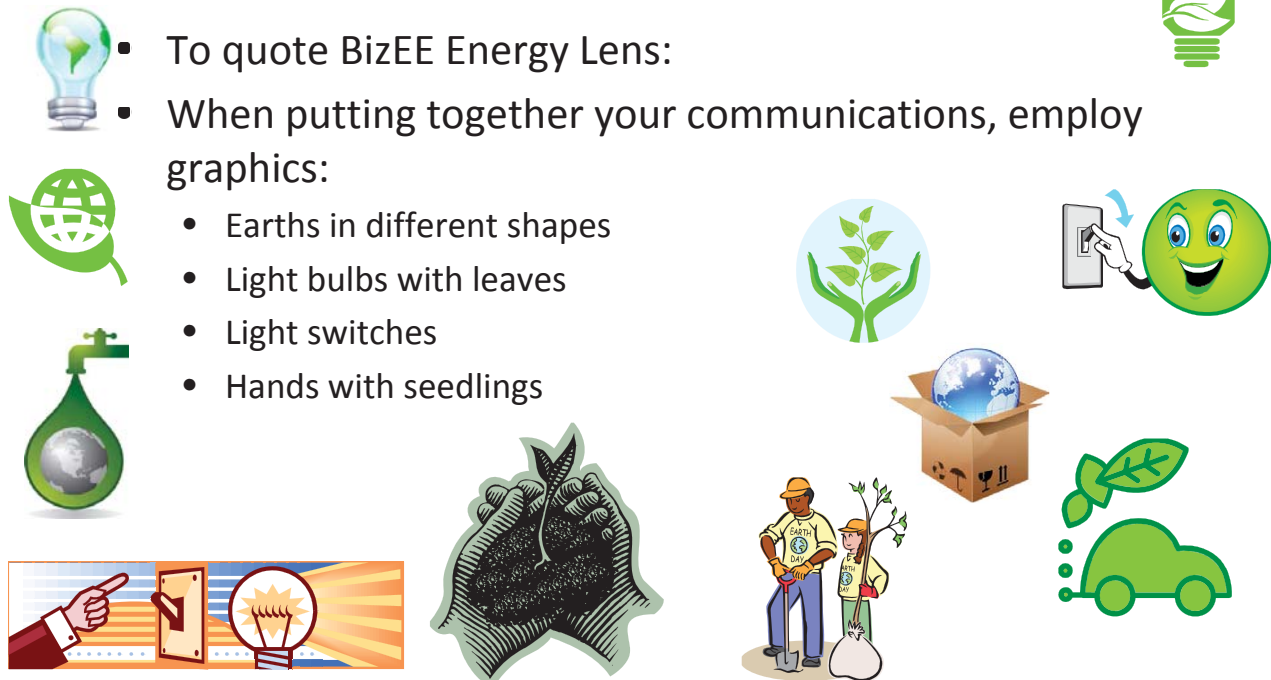


Great job! Average use per occupant dropped while occupancy was increasing.

- Include a little tongue-in-cheek message to get people's attention and possibly get them to think.
- (Below) A Rustle the Leaf comic strip could have the desired effect

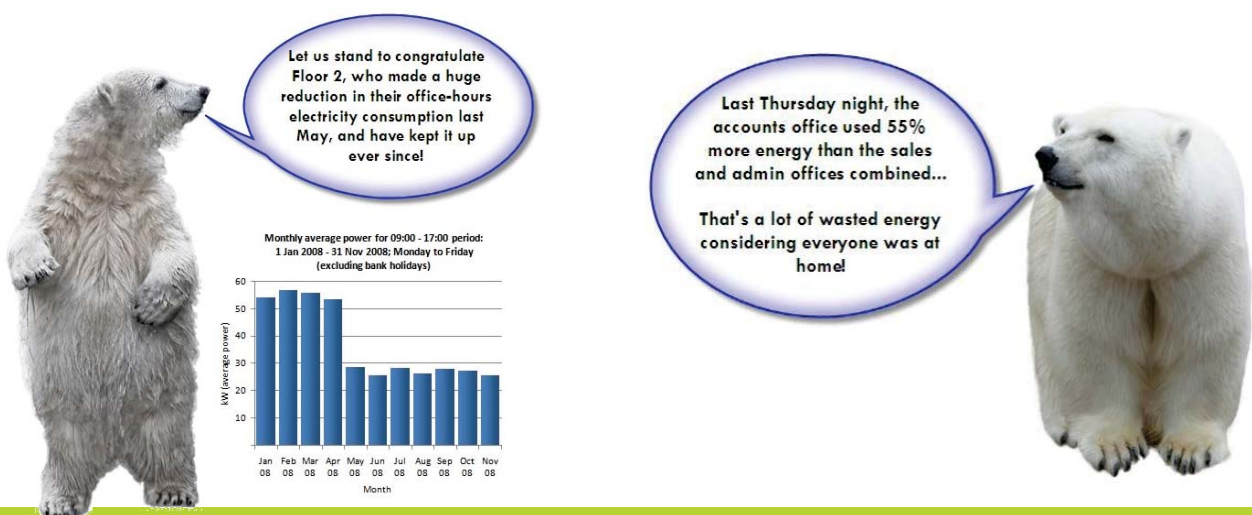


Example: Traditional Messaging



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- Do something different to get the attention your message deserves.
 - Yes, polar bears are somewhat cliché, but these are TALKING polar bears. That's completely different.



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Examples of Thinking Outside the Box: Draw Inspiration from Other Programs

Example: CDC's Zombie Preparedness Campaign

- What began as a tongue-in-cheek campaign to engage new audiences with preparedness messages from the Center for Disease Control has proven to be a very effective platform
- Zombie preparedness continues to reach and engage a wide variety of audiences on all hazards preparedness
- Get creative! There is no better time to conserve resources and practice sustainability than during a zombie apocalypse!

