



How-to
guide

Power Down



This resource was made possible through collaboration with HP Canada. Read HP Canada's sustainability story.



**LIVING PLANET
@WORK**



Power Down

Save energy and boost awareness about phantom power with the power down challenge. This guide will help you get started.

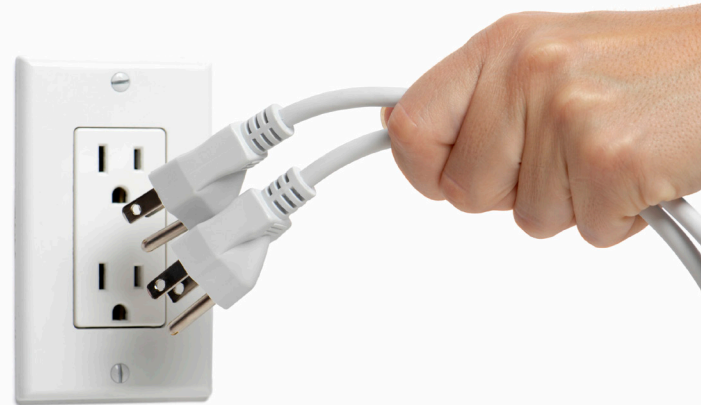
What is a power down challenge?

The power down challenge is an easy and fun way to track a simple employee energy saving habit — shutting off your monitor at night. Keep a tally of what proportion of employees turn their monitors off by doing a simple office audit. Challenge employees to power down and provide a reward when improvements are made.

Start your challenge

Step 1: Rally a team

Before diving in, inform the right people and ask for support (if needed) to help you implement your initiative. Consider asking members of your green team, your manager or executives to help. Make a note of the actions you will take to get their support.



What is phantom power?

Did you know that electronic devices like monitors can draw power even when they are not being used? This is known as 'phantom power', and it can result in unnecessary energy use and additional costs to your workplace.¹ Phantom power represents about a third of the total energy consumed by a laptop in a year.

¹ Province of Ontario, 2018



Step 2: Set a goal

Once you have a core team in place, develop one or more goals and targets to work toward.

- **What is your goal for the challenge?** Think about what would make it a success (ex. number or percentage of employees that power down)
- **How does it ladder up to broader engagement or sustainability goals?** Let employees know why their participation is meaningful for the company and the environment.

TIP: *The longer you implement the challenge, the more likely employees will make powering down a habit.*

Step 3: Create an action plan

Think about how a power down challenge can best be organized at your company.

- **How will it work?** Consider creating a competition between employees or departments.
- **Who's helping out?** Create a list of roles and responsibilities for the challenge organizers. Assign additional volunteers to help if needed.
- **How will you track results?** Conduct an audit to tally how many employees have powered down. Consider whether you want to conduct a 'secret' baseline audit before the challenge begins to have a starting point when deciding a level of improvement.

Step 4: Promote your event

To be a success, you need an audience. See the infographic below for tips and tactics to help you in your communications.

Step 5: Host the challenge and track results

Here's where your plan comes to life! Keep track of the results each week.

Step 6: Thank all participants and share results

Consider repeating the activity at a later date to reinforce the importance of powering down and to remind employees of the results.



Image credit: © WWF-Canada



5 communication tips for your workplace challenge!

1.

Use many communications channels:



- E-mail blasts
- Internal newsletters
- Company’s intranet site
- Employee monitor pop-up messages (ask your IT department about this)
- Announcements over the PA system
- Posters in lunchrooms, bulletin boards, elevators, etc.
- Digital signage
- E-mails from senior executives
- Lunch and learns
- Social or environmental committees
- Workplace IM conversations (e.g. Yammer)
- Phone calls

2.

Make it topical:

Conduct your communications during an environmental-themed date or period.



- | | |
|---------------------------------------|---|
| March 3:
World Wildlife Day | June 5:
World Environment Day |
| Late March:
Earth Hour | June 8:
World Oceans Day |
| April 22:
Earth Day | August:
Earth Overshoot Day (changes each year) |
| Mid-May:
Bike to Work day | Mid-October:
Waste Reduction Week |

3.

Some example calls to action:

- Take a footprint reduction action
- Volunteer your time
- Learn about our sustainability goals
- Join our workplace challenge
- RSVP to an event

4.

Give Context

How does it ladder up to broader company goals? How will it benefit the environment?

5.

Be succinct

- Use bullet points to summarize the e-mail
- Minimize text in posters
- Make your call to action stand out