

PROJECT | ENERGY CAMPAIGN

OUR ROLE | ADVISORS AND STRATEGY PARTNER

In February 2007, the NHS Trust for Guy's and St Thomas', launched the Earthcare and Energy Campaign. The aim is to reduce their carbon emissions by 10% by 2011 and awareness among staff. From the beginning, the campaign has had top level commitment, which is vital for campaign success.

With most campaigns, we advise that it is important to:

1. Generate awareness and
2. Energy efficient behaviour.

The focus was on small changes from switching off lights to walking to work – there was something for everyone.

NIFES act as the strategic partners in the campaign. It involves phases from design, focus and momentum. All three lend themselves to ensuring the campaign had longevity and interest.

A staff survey was issued at the beginning to measure awareness, motivation and the attitudes of staff members. One of the key findings was that staff didn't distinguish

energy efficiency as a single subject but rather an area within the broader environmental issues. These findings helped NIFES shape the campaign so people could be informed and enlightened as to the aims and objectives of the campaign as well as learning about how they could be involved.

Campaign briefings were given by John Mulholland to the executive board and key clinical staff. These briefings gathered support and meant the managers were behind the campaign and supportive to those getting involved.



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An important part of the campaign is voluntary Local Energy Representatives (LER's) who help spread the message of the campaign to every member of the Trusts - staff, patients and visitors.

Another method of raising awareness was for the Trust to organise events. On the campaign's first anniversary in March 2008, there was a roadshow organised across both sites. Representatives gave out goodies and there was an update of information passed on to the staff.

As the campaign goes on, it is important that the momentum doesn't slow down and people lose interest. NIFES have the specialist knowledge and the experience in delivering campaigns, to ensure key messages are fresh and engaging.

Coming into the campaign now are 12 more LER's and a training package for all new people joining the Trust. The savings will be highlighted to them as well as an overview of what's going on.

Guy's and St Thomas' 
NHS Foundation Trust

