

PROJECT | ENERGY AWARENESS CAMPAIGN

OUR ROLE | ADVISORS AND STRATEGY PARTNER

Sheffield Teaching Hospitals NHS Foundation Trust appointed NIFES specialist Training Division in November 2003 to design and deliver a three-year energy awareness campaign.

The Trust has two sites in Sheffield offering acute services to over one million people in the region. The Trust has over 12,000 employees and an annual energy/water expenditure of over £6 million.

A campaign team was formed consisting of the head and deputy head of estates, two energy managers, a communications manager and a NIFES project manager.

In the preparation period the campaign was designed along with awareness materials comprising a campaign website, an A5 awareness booklet and posters. A group of Local energy coordinators were recruited and briefings were delivered to senior and middle managers.

The campaign was officially launched at two special events (one at each site) by the trusts chairman in March 2004. During the same week the energy awareness booklets were distributed to all 12,000 staff via salary slips. A total of 320 staff visiting the website

completed an awareness questionnaire which was subsequently analysed and provided useful insights into awareness and motivation levels of staff. A totally of 40 local energy coordinators (LEC's) were recruited and given half-day training sessions. The campaign team then went on walkabouts with the LEC's in their area looking for energy saving opportunities. A series of campaign posters were distributed along with bookmarks.

The monthly magazine of the Trust was used to provide updates on the campaign and provide advice on energy using equipment e.g. the use of air conditioning in summer months.

The trust's communications email update was issued weekly and was used to provide simple quizzes and prizes were awarded to winners.

