



Energy/Environmental Awareness Campaigns

Staff Attitude Surveys

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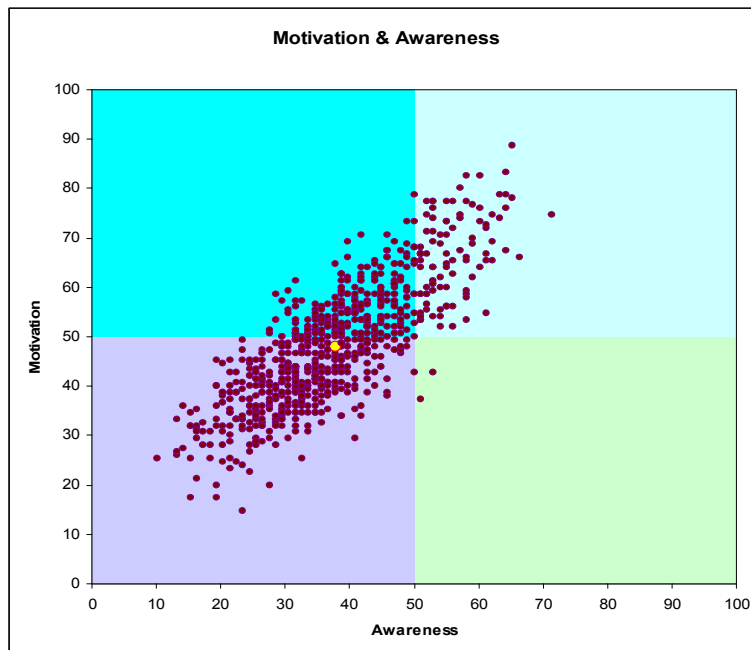
To help to design the correct strategy for an energy/environmental awareness campaign, it is important to determine where staff are in their attitudes and knowledge. A staff attitude survey can help in this process.

NIFES have been involved in designing and using these surveys for the last 20 years and have developed unique software to analyse the results.

It is important to measure two key elements:

- Awareness** - what staff know (knowledge)
- Motivation** - internal drivers (what moves them)

NIFES carefully craft surveys tailored to organisations. Some questions measure awareness and some motivation. Other questions measure both awareness and motivation. Staff are scored on how they answered each question. Each respondent is given one score for awareness and another for motivation. These scores can then be plotted on a NIFES awareness/motivation matrix as shown:



This information is very useful as respondents fall into one of the four quadrants:

Low Awareness/Low Motivation (lower left)
Low Awareness/High Motivation (upper left)
High Awareness/Low Motivation (lower right)
High Awareness/High Motivation (upper right)

The aim of any campaign is to get as many people into the High Awareness/High Motivation quadrant as this is likely to reap energy savings by permanent behavioural change.

The average score (yellow data point) is instructive as it shows the starting point for the organisation. It also gives a measure of potential energy savings based on facts rather than assumptions. Some organisations repeat the survey annually to gauge the movement of the average score.

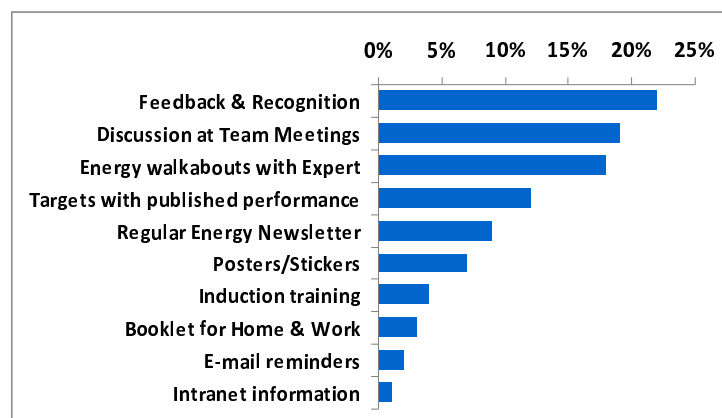
People already in the High Awareness/High Motivation quadrant are potential recruits to act as Local Campaign Champions or Representatives. Also the analysis can be made by comparing the score of employees by:

- male/female
- age
- site/location
- job function

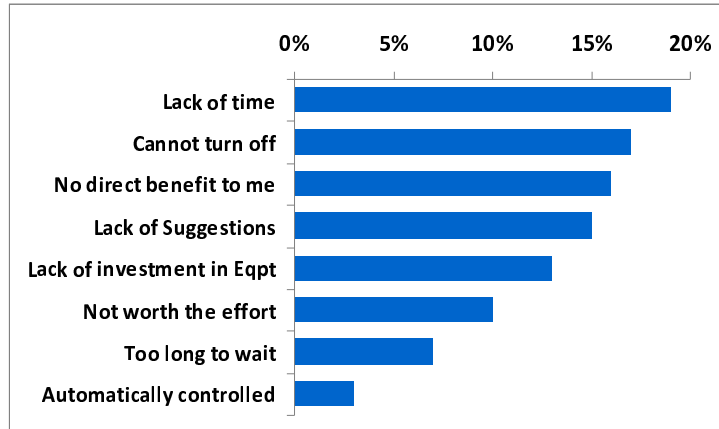
So for example, catering staff may mainly be in Low Awareness/Low Motivation quadrant whereas office staff may mainly be in Low Awareness/High Motivation. Having this information will help determine different approaches.

Some questions in the survey do not measure awareness or motivation but simply ask employees to identify barriers to saving energy, what would be good incentives and their view of the best methods of communicating the energy saving message. Other questions seek to garner specific ideas on saving energy and improving environmental performance. These can elicit a number of carbon/money saving suggestions from staff related to operational issues which may otherwise not be heard. All this data can be analysed and provide valuable information for crafting a campaign strategy. Examples from an actual survey are shown below.

Communication Methods



Barriers



The surveys can be put on NIFES server so employees with internet access can simply complete the survey on-line and submit. For those without internet access, hard copy versions of the survey can be distributed and NIFES will enter the data electronically. NIFES can also advise on how to distribute and promote the survey to get a good response rate and a representative sample.

Once the data has been analysed NIFES will produce a report with recommendations on how to shape an appropriate campaign strategy tailored to the organisation.



Other benefits of survey are that the survey itself raises awareness and some organisations invite respondents to volunteer to take on the role of environmental representatives. In one NHS Trust, 850 staff responded to the survey and of these 140 volunteered to be active in the campaign as environmental representatives.

To view a generic NIFES survey visit <http://155.212.3.182/survey/229868/2377/>
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