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| ***Instructions to complete the template for your Energy Communications Plan****All grey italic text with borders are instructions to help you prepare the required BEST Practice for your building.*1. *Replace all* [blue text in brackets] *in the document with building specific information.*
2. *Where required, complete the necessary tasks, or engage a third-party consultant to complete the tasks so that you are able to fill the relevant sections of the template with building specific information.*
3. *Delete all grey italic text when you have filled all relevant sections with building specific information.*
4. *Additional Resources[[1]](#footnote-2) can be found here:*
* [*Spotlight on Energy-Efficiency*](https://www.nrcan.gc.ca/energy-efficiency/spotlight-energy-efficiency) *(Natural Resources Canada)*
* [*15 Tips to Cut Energy Costs this Winter*](https://energyrates.ca/15-tips-to-cut-energy-costs-this-winter/)
1. *Complete the Checklist below to confirm your Energy Communications Plan meets the BEST Practice requirements.*
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| ***Checklist****The Energy Communications Plan must include:* [ ]  *Documented means of encouraging energy conservation initiatives by occupants and related landlord offerings.*[ ]  *Evidence of implementation of Energy Communications Plan.*[ ]  *Communications Plan outlining landlord / management offerings that support energy conservation.*[ ]  *Copies of relevant communication materials distributed at the building as evidence of implementation (such as meeting agendas / minutes, promotional marketing, educational / informative posters or newsletters, assessments in tenant spaces).* |

**ENERGY COMMUNICATIONS PLAN**

[Insert Building Name and / or Address]

[Insert Name of Organization]

[insert Building Description – number of floors, tenants, parking spaces (underground or surface) and other distinguishing features]

[Insert date Plan was created / most recent date it was reviewed]

# Introduction and Purpose

Building occupants (e.g., tenants) have a big role to play if the environmental objectives for a building are going to be met. Providing occupants with specific energy performance criteria will improve transparency around key energy-use issues pertinent to the building and foster greater cooperation between occupants and building staff regarding achieving building-specific energy efficiency goals.

# Responsibilities

[Insert Name], Property Manager ([Insert Name of Organization]) of [Insert Building Name], is responsible for the following [delete bullets not applicable to your building]:

* Distribute communication materials to educate occupants about energy efficiency.
* Share relevant resources to encourage implementation of energy conservation initiatives.
* Conduct [insert frequency, suggest bi-annual] occupant management team meetings to advance awareness and occupant engagement around energy conservation.
* Connect with each occupant representative [insert frequency, suggest at least twice a year] to communicate the building’s energy efficiency goals and potential opportunity to initiate landlord offerings.

*Delete bullets not applicable to your building.*

# Strategy

## Targets and Goals

**BEST Practice 3: Energy Management Plan** outlines the energy conservation goals for [Insert Building Name].

Occupants play an important role in helping to achieve those goals. Occupants are encouraged to consider whether there is opportunity to commit to the implementation of any of the following initiatives at the building [delete bullets not applicable to your building]:

* [If occupant space is separately metered, regularly send [Insert Name of Landlord Organization] your monthly energy usage data;
* Minimize the use of energy by turning off lights, plugs and other energy-using equipment when not in use;
* For any replacement / retrofit, consider installing only energy-efficient equipment; and / or
* When vacating the premises upon lease expire, consider agreeing to leave pre-installed energy-efficient equipment.]

*Delete bullets not applicable to your building.*

## Initiatives Offered

[Insert Name of Organization] will endeavor to support our occupants’ objectives around energy conservation within their premises by providing access to the following [delete bullets not applicable to your building]:

* [General communication tools: posters, “turn-it-off stickers”, etc.
* Delivery of “energy conservation tips” brochures to occupants.
* Conducting energy conservation seminars for tenants / occupants.
* Providing walk through energy audit or assessment services of occupant spaces.]

*Delete bullets not applicable to your building.*

Refer to the **Appendix** for examples of initiatives offered to occupants.

## Documentation

Energy-use, conservation and efficiency opportunities are presented, discussed and communicated in the following ways:

* [Agendas and notes from tenant-management team meetings
* Marketing materials used to promote energy conservation measures
* Reports of energy use assessments or audits done in tenant spaces]

*Delete bullets not applicable to your building.*

Refer to the **Appendix** for communication materials distributed to occupants.

# Time Period

This plan was implemented on [Insert Date] and will be reviewed and updated at least once a year. The following activities will take place:

[List activity / initiative being planned and when it is scheduled to take place, e.g.

* Tenant Management Meeting to discuss water conservation measures considered at the property
* One-on-one meetings with individual occupant representatives to review opportunities to implement tenant-specific water conservation measures.]

*Describe the timeline for implementation of all activities, events, and strategies put in place at the building over the past year, and what is planned for the upcoming year.*

*For meetings with occupant (e.g., tenant) groups or individual representatives, connecting at least twice a year is suggested. The first meeting can focus on the different energy conservation measures (ECMs) that can be considered and then agreeing on those that can be implemented in the coming year. The second meeting, 6 months later, can focus on the success / failure of the ECM implementation, review lessons learned and any adjustments that may be need to the approach to ensure success.*

Appendix: Examples of Tenant Communication Materials

*Attach some examples of the Tenant Communication Materials distributed over the past year. These may include posters, newsletters, energy reduction tips, meeting notes etc.*

1. *The additional resources presented above are suggestions and not intended as an endorsement by BOMA Canada of any method, process or specific product* [↑](#footnote-ref-2)