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| ***Instructions to complete the template for your Occupant Environmental Communication Program***  *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:*  * [*Best Practices in Sustainability Engagement*](https://www.c2es.org/site/assets/uploads/2017/10/C2ES-Best-Practices-Sustainability-Engagement.pdf) *(C2E)* * [*Guidelines for Implementing an Energy Efficient Awareness Program*](https://www.nrcan.gc.ca/sites/www.nrcan.gc.ca/files/oee/files/pdf/publications/commercial/Awareness_Program_e.pdf) *(Natural Resources Canada)*  1. *Complete the Checklist below to confirm your Occupant Environmental Communication Program meets the BEST Practice requirements.* |

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| ***Checklist***  *The Occupant Environmental Communication Program must include:*  *At least two communication strategies implemented in last 12 months*  *Activities encouraged*  *Responsible individuals among management who will move the respective aspects of the plan forward*  *Timeline for implementation*  *Demonstration of implementation is required* |

**OCCUPANT ENVIRONMENTAL COMMUNICATION PROGRAM**

[Date of most recent review]

[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]

# Introduction and Purpose

Increasing building occupant awareness and engagement in environmental and sustainable practices can have a significant positive impact on the performance of the building. Improving the environmental performance of the building can lead to many positive outcomes for building management, staff, and tenants, including but not limited to lower operational costs, lower utility bills, improved indoor air quality, improved occupant comfort, health and well-being and improved management-tenant relationships, etc.

# Responsibilities

[Insert Name], Property Manager ([Insert Name of Organization]) of [Insert Building Name], is responsible for the following:

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

*Decide how you want to implement the communication program at your building.*

*If you need support to deliver the communication program, identify those people on your team and add their names and responsibilities above. Assemble an engagement “Green” team that will lead occupant environmental communications – a team that is passionate and enthusiastic about advancing the building’s environmental performance. Include team members from all levels of the organization to allow a forum where everyone’s voice is heard. Key players may include senior management, building management and operations staff, tenant representatives. Consider including decision-makers in respective tenant organizations and occupant “champions” who have demonstrated particular passion to address building environmental issues.*

*Occupants are the permanent / regular occupants of the building, such as tenants and staff. Visitors to the building are not considered occupants.*

# Strategy

## Communication

[Describe the communication strategies that will be used with tenants / occupants.]

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| ***Raise Awareness about Environmental Considerations***   * *Regularly communicate environmental / sustainability goals (related to the building’s sustainability policy/statement), engagement initiatives, achievements, and performance improvement tips to tenants and building occupants through a variety of relevant communications channels:*   + *Newsletters, eNews, Memos.*   + *Lobby/Common Area Posters, Screens or central Communications Board.*   + *Elevator Messaging (e.g., ENN).*   + *Website and Social Media (e.g., Twitter, Facebook).*   + *Tenant-Landlord Collaboration Opportunities* * *Post / distribute / e-mail notices of audit results, new environmental programs and policies, performance summaries (for building energy or water consumption).* * *Create a building website highlighting the environmental performance of the building.* |

## Activities

[Describe at least two communication strategies that you are implementing at the building.]

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

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| *Below are suggestions on possible communication objectives and how they may be implemented, provided for guidance purposes only. Feel free to develop your own initiatives and describe them here.*  ***Increase Engagement***   * *Create a Management / Tenant task force or Green Team with all major stakeholders represented (e.g., tenant representatives, cleaners/janitors, and building management) to develop, promote, and implement environmental/sustainability initiatives.* * *Designate one or more of the Management Team to be the property’s Environmental Ambassador to lead the program.* * *Hold tenant meetings to educate them about the new environmental program.* * *Develop a calendar that highlights the year’s planned engagement opportunities with tenants or building occupants. Send an announcement letter to each tenant.*   ***Launch an Event***   * *Host environmental / sustainability related events or competitions for occupants and tenants, such as:*    + *Sustainable commuting challenges*   + *Battery/lightbulb/electronic recycling drives*   + *BBQs (waste free if possible) or*   + *Other functions to celebrate global events such as Earth Week in April, Energy Conservation Week in May, Waste Reduction Week in October.*   ***Incentivize New Behaviour***   * *Establish incentive programs to promote participation in environmentally preferable/sustainable practices and performance improvements:*    + *Rewards and recognition for individuals and/or tenant organizations who are implementing sustainable best practices,*   + *Discounts or financial incentives for tenants and building staff to encourage more sustainable choices / behaviours (such as discounted transit passes, discounts to local businesses that provide environmentally preferable products or services, or financial incentives for building staff who bike to work).*   *Note: Communications performed to comply with other BEST Practices (e.g., Energy Communication Program) cannot be reused here. Additional communication efforts are required.* |

## Review Impact

[Describe how program impact is reviewed]

*Conduct regular reviews to determine the impact of the Communication Program. Identify aspects that were successful in engaging the occupant community. Also highlight challenges and lessons learned. Consider restating objectives and broadening the reach of the program through recognition events or deepening the impact through measurable initiatives.*

# Time Period

This program 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.

* Earth Week in April
* Energy Conservation Week in May
* Waste Reduction Week in October
* Lights Out in December]

*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. You may decide to repeat initiatives annually, e.g., Earth Week initiatives will always take place in April.*

Appendix: Examples of Occupant Environmental Communication Materials

*Attach 2 examples (at a minimum) of the Occupant Environmental Communication Materials distributed to occupants over the past year. These may include posters, newsletters, Green Team meeting minutes etc.*

*They must not include communication pertaining to achieving other BEST Practices (such as Energy Communication Plan, Green Cleaning Program Guidelines, 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)