

Internal communication

A well functioning communication within the campaign team (i.e. the municipal or organisation's representative and an energy team within the building) is crucial to make the whole project work.

Regular exchange of views can help to:


- **Bring the campaign participants together**
- **Identify and overcome problems**
- **Generate new ideas**
- **Motivate the team**

Engage in open, fair and precise communication. Arrange regular meetings to talk about the campaign's advancement, its successes and the obstacles encountered. Praise should be allowed as well as criticism.


Most of the time, the necessary communication channels already exist, but are not efficiently used. Search for existing ways of communication in your Display building and use them regularly for your internal communication.


You can inform your team of recent developments by means of:

- **Staff meetings**
- **Letters joined to regular information such as a monthly pay slip**
- **House journal/School journal**
- **Newsletters or e-mail reminders to the building staff**
- **Blackboard**
- **Intranet - if not available, create a simple one for staff and (in schools) one for pupils**
- **Meetings**
- **Presentations**
- **Web 2.0 tools (blog, Twitter etc.)**
- **Etc.**

 To inform its municipal staff, the Swiss participant Montreux joined information letters to the pay slip. The note contained:

- Description of the project and the poster campaign
- Awareness-raising on energy wastage
- Distribution of a "EnergyBox" leaflet, a brochure giving recommendations on how to save electricity

 The city of Nantes as part of its internal strategy set up a system to educate the municipal staff via the dissemination of information on eco-actions. Initially each worker received a brochure on the subject and then occasional reminders such as posters visible in the work place, short articles on the intranet and in the municipal magazine ensure that the workers maintain their newly found environmental conscience.

 In Bristol (UK) stickers were distributed to the 150 Environmental Awareness Representatives (EAR's) and Site Energy Officers (SEO's) and also attached to around 250 internal mail envelopes which circulate throughout 450 council buildings. Additionally, two different types of Display postcards were sent to Council staff showing, as the stickers, sleeping light bulbs and dozing monitors.



Four types of awareness posters were put up in approximately 33% of the building stock.



Display items were attached to the newsletter that circulates in the council's core buildings which is also available on the internet and via internal e-mail. The Energy Echo is the Energy Management Units newsletter – Display was regularly featured in this publication which is placed on the back of toilet doors in council buildings.

