

Dun Laoghaire-Rathdown County Council

REDUCE YOUR USE



Rolled out in various buildings

Over the Winter of 2022-23, Dun Laoghaire-Rathdown County Council (dlr) set up a cross-departmental Working Group to implement the 'Reduce Your Use' campaign in the council. In addition to improving energy performance within the organisation, the Energy Team and wider dlr staff, also seek to encourage and support energy improvement across the wider community. Reduce Your Use included an extensive social media campaign with 444 posts, generating 1,777 engagements – likes, shares, and comments, fuelling practical change.

As part of the continued work of the 'Reduce Your Use' Working Group, a 'Step Up Day' energy awareness activity was held to encourage staff to take the stairs instead of the lift, wherever possible. The activity generated a lot of interest among staff in the participating buildings and beyond, promoting energy saving and physical activity for better wellbeing.

Step Up Day Thursday 23rd March

When possible please take the stairs, not the lift, to save energy and contribute towards your own health and the health of the planet!

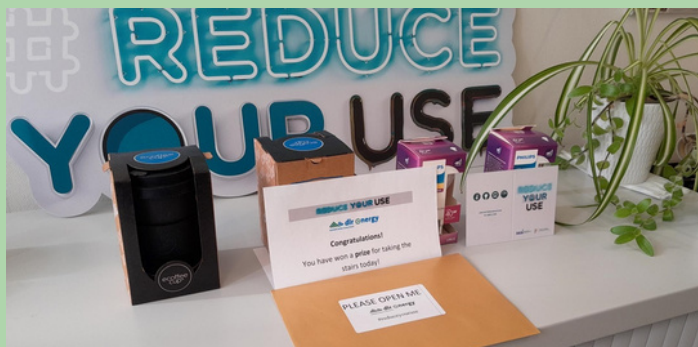
And find a Golden Envelope to claim a Prize!

#ReduceYourUse



PLANNING

Crucial to the Step-Up-Day was careful planning to select the participating buildings, specific staircases, and the day of the week for the event, Thur. 23rd March. Participants were encouraged to take the extra steps for their wellbeing and the environment. To ensure that the Step-Up-Day was inclusive, and include people who could not use the stairs; energy-saving suggestions were solicited. Two weeks in advance, an email was sent from the Chief Executive promoting the Day; with reminder emails one week before and the day before. Finally, a range of promotional material was prepared, and posters were pinned up one week in advance. The benefits to health and the environment were also posted on the staff Intranet.



MANAGING THE STEP-UP DAY

On the day, promotional material was strategically placed to attract participation; including Pull-Ups and Posters beside the lifts; a Stair Facts flier on the benefits of using the stairs; and Email updates. To add an element of fun, dlr strategically placed Golden Envelopes for small prizes on various staircases throughout the day for lucky 'climbers' to discover. Winners were announced via email, generating a buzz on announcing the First Prize-winner in the early morning; a Lunchtime prize update, and a Close of day prize-winners round up.



FINAL TIPS AND FOLLOW UP

- Let everyone know about the first prize-winner early in the morning.
- Let people know about the energy-saving suggestions coming in.
- Place the golden envelopes at different times across the locations to generate conversation during the day.
- Send a final Email to thank people for participating and inform them of the final prize-winners, and other information.
- Follow-up on the energy saving suggestions.
- Link the activity to the national Reduce Your Use campaign.