



Rialtas na hÉireann  
Government of Ireland



# REDUCE YOUR USE

## CAMPAIGN PLANNING CHECKLIST STEP BY STEP GUIDANCE ON RUNNING AN EFFECTIVE RYU CAMPAIGN

## How to use this Planner

This campaign planning checklist will help keep your Reduce Your Use campaign on track. Beginning with the end in mind is important, it allows you to choose the correct measurement and metrics to use as a baseline. At a later stage at the close-out survey, you will be able to clearly demonstrate the success of the initiative. Actions taken can be recorded using the 'clickable boxes'.

You may wish to set clear targets at the outset and then work backwards to ensure you create a more focused and effective campaign that meets its objectives.

A checklist of the most popular actions taken by high achievers in the 2023/24 campaign is included to help with targeting energy waste.



### About SEAI

Our mission is to be at the heart of delivering Ireland's energy revolution. We drive the reduction and replacement of fossil fuels. We are trusted collaborators, innovators, funders and educators. We partner with citizens, communities, businesses and government.

## The Importance of Employee Engagement

Involving staff in energy and carbon management is crucial for public sector organisations to meet climate action targets, because a workforce that feels ownership and responsibility for its energy use at all levels and is actively encouraged by leadership to work toward a shared vision of efficiency, will help maintain the momentum needed to make long term progress. Staff also use the buildings, equipment, and resources daily. By raising awareness and encouraging simple actions like turning off lights, reducing waste, or optimising heating and cooling, employees can make a significant impact on energy consumption.


When staff are engaged and motivated, they help create a culture of sustainability, leading to long-term behavior changes that reduce carbon emissions.

This collective effort is essential to achieving broader climate goals and making public sector operations more energy-efficient and environmentally friendly.

# 1

## Getting Started



- Energy Performance Officer (EPO), commits the organisation to taking part in the 2024/25 RYU campaign by signing up
- EPO Appoints the RYU campaign coordinator and support team
- Allocates appropriate resources matched to the scale of the campaign
- [Case Studies demonstrating the success of the initiative in public sector organisations](#) 
- [Sign Up Form Link](#)
- [Getting Started Folder](#)



# 2

## Getting Organised



### RYU Coordinator and Team

- Agree focus areas for your organisation
- Collect baseline energy data from 1<sup>st</sup> October 2023 to 31<sup>st</sup> March 2024 to compare with the current RYU timeframe
- Identify opportunities
- Establish campaign goals
- Develop a Register of Opportunities
- Confirm resources
- Set targets
- Set timescales
- Allocate responsibilities
- Engage staff
- Use Reduce Your Use Engagement Materials
- Communicate progress
- [Trello Board Support Materials by theme](#) 
- [Trello Board Support Materials by month](#)

### Suggested Timeline

- October – Heating
- November – Water Use
- December – Shutdowns/Out of hours
- January – Appliances and Equipment
- February – Transport
- March – Lighting



## ✓ CHECKLIST OF THE MOST POPULAR ACTIONS THAT CUT ENERGY WASTE

### Heating and Hot Water

- Minimum recommended temperature for heating (Offices: 19°C).
- Established maximum period for heating, air conditioning and all utilities.
- Optimised water heating.

### Lighting

- Turned off external/window/feature display lighting between 5pm and 7pm.
- Reduced unnecessary lighting at other times.

### Space Utilisation and Timing Controls

- Shut off all heat in office buildings at least 1-2 hours before the buildings close.
- Adopted new operational control conditions to minimise/switch-off heating, hot water and lighting outside occupied hours.
- Reduced electricity use at peak times (5pm to 7pm) whenever possible.

### Transport

- Worked towards the Smarter Travel Mark
- Promoted the **Avoid** (e.g online meetings to avoid travelling where possible), **Shift** (to lower carbon alternatives like public transport or cycling), **Improve** (using lower carbon technologies e.g. electric vehicles) **Framework** for transport fuel use.

### Monitoring and Control

- Suggestions made by staff logged on a Register of Opportunities and implemented where appropriate.
- Undertook out-of-hours walk-through energy audit.
- Facility Teams have undertaken an Operations and Maintenance Audit, assuring condition, settings and upkeep of plant.

### Staff Engagement

- Made use of the RYU campaign materials to promote energy saving to general staff.
- Set up a staff suggestion scheme to encourage and track energy saving ideas.
- Delivered a structured campaign based on the Engaging People steps.

[Learn More](#)

# REDUCE YOUR USE

## Kilkenny County Council

Kilkenny County Council has developed a comprehensive Climate Action Plan for the period 2024-2029. The Plan sets out how the Council will respond to the climate crisis by improving energy efficiency, reducing greenhouse gas emissions, and embedding climate resilience across the organisation in its governance, services and operations. It also sets out how the Council will facilitate, support and inspire stakeholder climate action in the County through leadership, collaboration and advocacy. A total of 95 specific actions are identified in the Climate Action Plan covering mitigation, adaptation, sustainability and leadership measures. Training and staff engagement are key elements of the Climate Action Plan, and Kilkenny had already prepared the groundwork by signing up for the 2023/24 Reduce Your Use campaign.



24% energy savings - Winter 2023/24



Detailed pilot & measurement in two buildings



See video

A programme of themed activities were rolled out to encourage every service area and office to take simple measures to reduce energy use over the winter months of October 2023 to March 2024. Also as part of this campaign, the Council selected the Thomastown and Callan Area Offices as two pilot buildings where they implemented a number of measures focusing on behavioural change in both offices and in addition, some minor investment in energy saving in the Callan Area Office.



### CALLAN AREA OFFICE



The main measures implemented were:

- Reduce Your Use Communication Campaign rolled out.
- The oil heating boiler's timer was adjusted and the overall usage was reduced by 26%.
- Radiators in rooms not in use were turned off where feasible, throughout the building.
- Heating pipes in the building's attic were disconnected from the main heating system by installing valves.

The number of light fittings in office areas was reduced by 30% through the installation of 50-Watt LED fittings.

### THOMASTOWN AREA OFFICE



The main measures implemented were:

- Reduce Your Use Communication Campaign rolled out.
- Radiators with timers were reduced to 19°C.
- Heating was turned off during Christmas and holiday periods.
- A timer was installed to manage the building's external lighting, with the lights only being on in the winter between 4:30pm - 5.50pm.

### MEASUREMENT & SAVINGS



The pilots were independently assessed by the SE Energy Agency, using a number of methods including comparing baseline data over the previous 3 years, and measuring savings from both behavioural and operational measures. The results demonstrate how behavioural changes and some minor investment can achieve significant savings.

**Overall energy savings: 24%** (= €5k p.a.).

**Thomastown office energy savings: 11%** (based on 100% behaviour change with no investment)

**Callan office energy savings: 26%** (based on behaviour change and €9k investment)

# 3

## Getting Engagement



### **RYU Coordinator and Team**

SEAI's Engaging People framework can be used and adapted for the Reduce Your Use campaign

- [Engaging People Framework](#)
- Order Temperature Cards, Traffic Light Stickers, Out of Hours check cards, Step Up Day resources - <https://forms.office.com/e/aGLMx4vu7F>
- Promote [Energy Saving in the Home](#) to staff with Top Tips
- Circulate the [Reduce Your Use booklet](#) 'Advice for saving energy and money at home and when getting around'
- Keep the focus on the home by circulating [relevant blog articles](#)



### ENGAGING PEOPLE A SYSTEMISED APPROACH



# 4

## Getting Technical



### **RYU Coordinator and Team**

- Monitor progress
- Measure savings
- Out-of-hours checks

[Energy Team \(Folders 2.1 to 2.5\)](#)



# 5

## Getting Trained

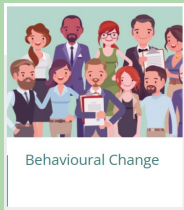


### Ryu Coordinator and Team

SEAI's Energy Academy offers an ideal resource to plan and promote some relevant staff training over the RYU six-month window. Sign up is easy and the modules take about 15 minutes to complete with a certificate of completion available to staff.

Recommended bundle:

### Ryu Coordinator and Team

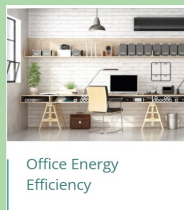


Behavioural Change

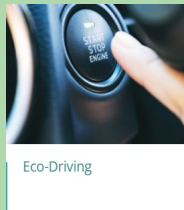
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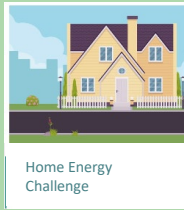
Energy and Climate Change



Office Energy Efficiency



Eco-Driving



Home Energy Challenge

More details on the individual courses, as well as some more specialist courses which may be relevant to your organisation, are available on the SEAI Academy Homepage [here](#).

# 6

## Getting Results



### Ryu Coordinator and Team

- Conduct overall review and report on campaign results to management and staff
- Complete SEAI/OPW Close-out Survey
- Promote your success with an SEAI Case Study of your activities and achievements, contact, [publicsector@seai.ie](mailto:publicsector@seai.ie)

