**Occupant Environmental Communication Program Template**

**Baseline Practice**: A4.0 – Occupant Engagement

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| **Instructions:**All grey italic text with borders are instructions to help you prepare the required Baseline 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. The intent of this Baseline Practice is to increase building occupant awareness and engagement in environmental and sustainable practices. For additional guidance, refer to the [BOMA BEST 4.0 Field Guide](https://bomabestfieldguide.org/field-guide-for-sustainable-buildings/a4-0-occupant-engagement/).
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***Checklist:***

[ ]  *Check Baseline Practice applicability:*

* *Project must fall under the asset class Office, ESC, Universal and MURB*

[ ]  *Develop an Occupant Environmental Communication Program that covers the following:*

* *The communication strategies that will be used*
* *The activities that will be encouraged*
* *Identifies responsible individuals among management for moving each aspect of the plan forward*
* *A timeline for implementation*

☐ *Provide evidence of communication in Appendix A dated within 12 months of final submission that demonstrates at least four communication strategies have been implemented.*

**Occupant Environmental Communication Program**

*Helpful Tip!*

*If this is a recertification project, project teams can use the previous Occupant Environmental Communication Program developed for BOMA BEST 3.0 Best Practice 16 as the base for their Occupant Environmental Communication Program.*

[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

Increasing building tenant and occupant awareness and engagement in environmental and sustainable practices can have a significant 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 management-tenant relationships.

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

*Delete bullets not applicable to your building. Add bullets for any additional relevant responsibilities assigned to the property manager.*

*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.*

# Communication Range

[Insert as description of who the contents will be shared with].

# Strategy

## Targets and Goals

### Environmental Goals

**Baseline Practice E2.0: Energy and Carbon Management Plan** outlines the energy and carbon 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:

### • [Insert Building Initiatives]

### Communication Objectives

[Describe the communication objectives and how they will be communicated]

*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 Baseline Practices (e.g., Energy and Carbon Communication Plan) cannot be reused here. Additional communication efforts are required.

*Add bullets for environmental goals in the building. Any goals that are identified in any of the baseline practices should be included in this section. The methods in which communication will be implemented and the frequency should be identified for each of the goals.*

*Ways to 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.

## Initiatives Offered

[Insert Name of Organization] will endeavor to support our occupants’ objectives around energy and carbon conservation within their premises by providing access to the following:

* General communication tools: posters, “turn-it-off stickers”, etc.
* Delivery of brochures to occupants.
* Conducting seminars for tenants / occupants.
* Providing walk through assessment services of occupant spaces.
* Posters in common areas describing compliant tips.

*Delete bullets not applicable to your building. Add bullets for any other energy and carbon conservation initiatives available at the building.*

## 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.*

## Documentation

[Insert opportunities] opportunities are presented, discussed, and communicated in the following ways:

* Agendas and minutes from tenant-management team meetings.
* Marketing materials used to promote energy and carbon conservation measures.
* Reports of energy use assessments and carbon assessments done in tenant spaces are shared with tenants.

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

*Delete bullets not applicable to your building. Add any additional documentation methods used at the building.*

# Time Period

This plan was implemented on [Insert Date] and will be reviewed and updated at least once a year. The following table outlines all communication activities, events, and strategies implemented to date, and what strategies are planned for implementation.

*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) and carbon conservation measures (CCMs) 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/ CCM implementation, review lessons learned and any adjustments that may be need to the approach to ensure success.*

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| Activity/ Event/ Strategy | Description | Implementation Date |
| Ex. Tenant Management Meeting | Discuss energy and carbon conservation measures considered at the property | February 2024 |
| Ex. One-on-one meetings with individual occupant representatives  | Review opportunities to implement tenant-specific water conservation measures | April 2025 |

*Include signature of the team member responsible for implementing Energy Management Communication Plan below. Examples include the Property Manager, Building owner, or Building Operator.*

Signature of [Property Manager] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: 01-Jan-2025

Appendix A – Examples of Tenant Communication Materials

*Attach proof of communication with building tenants dated within 12 months of final submission date. Examples may include posters, newsletters, emails, or meeting notes.*