



Engagement Report

Season 3: Positive Power

Introduction

In April 2019, The Better Buildings Partnership (BBP) and CitySwitch launched the Better Buildings Cup. The Better Buildings Cup is a framework to increase whole building engagement in achieving net zero emissions. This gamified approach to building collaboration aims to catalyse building owners to leverage existing programs, resources and industry stakeholders to deliver coordinated and meaningful environmental engagement with their tenants and occupants.

The Cup is comprised of four different seasons, each focussed on a specific aspect of sustainability, with distinct calls to action for each of the stakeholder groups.



The Positive Power season focusses on reducing emissions and energy bills, with a particular emphasis on renewable energy and [GreenPower](https://www.betterbuildingscup.com.au/greenpower). This will be achieved through a combination of platform activities, marketing collateral, activations and building events, email marketing campaigns, and meetings with the building leadership team.

Season Overview

The primary objective of this season is to reduce overall building emissions, and further to encourage participants to implement these practises at home. The activities encourage net zero action, energy efficiency initiatives and other ways to 'green' the office. Additionally, there will be a continued focus on building and tenancy ratings with NABERS Co-assess to ensure that all buildings have the opportunity to measure and manage their emissions.

The three main communication objectives for Positive Power are:

1. Increase tenant knowledge on what it means to go 100% renewable
2. Demonstrate the simplicity and impact of switching to GreenPower
3. Show tenants how they can support staff in switching to GreenPower

In the Positive Power season, there are distinct calls to action for each stakeholder group; these have been outlined below, alongside the methods used to communicate these messages.

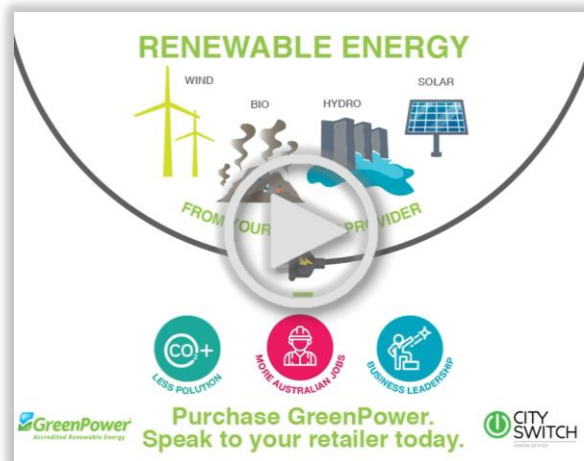
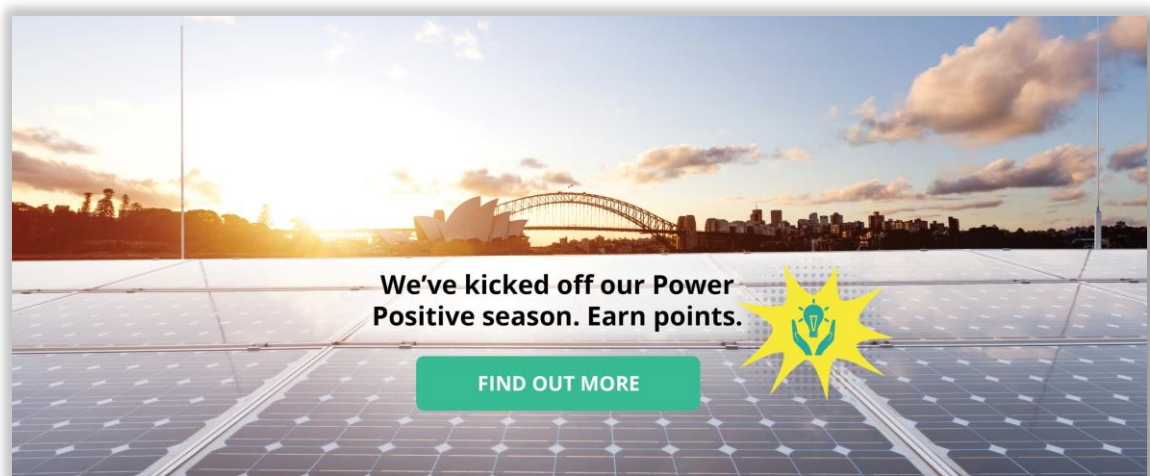
Stakeholder Groups		Calls to Action		Methods
Individuals	Make the switch to GreenPower	Influence up	Be part of a vertical community	EDM Events
Company Reps	Measure performance	Go 100% renewable	Get certified	EDM Lunch & Learn
Building Managers	Measure performance	Influence a renewables switch	Engage vertical community	BM Report BBP Meetings
Building Owners	Recognise importance of tenant engagement	Promote interest in renewables		BBP Meetings

Communications Plan

Email Details		Stakeholder Groups		
Name	Date	Individuals	Company Reps	Building Managers
Positive Power Email 1	Week 1 01-06/10	<ul style="list-style-type: none"> • Work out your carbon footprint • Launch of BYBS • Bushfires – what you can do to help 	<ul style="list-style-type: none"> • Launching GreenPower • Launch of BYBS • Bushfires – what you can do to help 	<ul style="list-style-type: none"> • Launch of BYBS • Bushfires – what you can do to help
Positive Power Email 2	Week 2 07-13/10	<ul style="list-style-type: none"> • Competition launch and Sign Up 	<ul style="list-style-type: none"> • What is NABERS? • Indicative NABERS rating • Host a power session 	<ul style="list-style-type: none"> • Building Manager Report
Positive Power Email 3	Week 3 14-20/10	<ul style="list-style-type: none"> • How to switch to renewables at home • Show support for company being on renewables • Ask about energy efficiency • Competition 	<ul style="list-style-type: none"> • How to switch office to renewables (infographic on GreenPower) • Case studies on renewables and how to switch 	
Positive Power Email 4	Week 4 21-27/10	<ul style="list-style-type: none"> • Leaderboard update • Shower 5 mins, • Switch off in the office, • Vote for renewables, • Ask about energy efficiency, • Renewables at home • Competition 	<ul style="list-style-type: none"> • Upgrade lighting, timers and sensors 	<ul style="list-style-type: none"> • Building Manager Report
Positive Power Email 5	Week 5 28/10-03/11	<ul style="list-style-type: none"> • Competition sign up 	<ul style="list-style-type: none"> • Competition sign up 	
Positive Power Email 6	Week 6 04-10/11	<ul style="list-style-type: none"> • Divest your super • NABERS Lunch and Learn 	<ul style="list-style-type: none"> • What is NABERS? • What is co-assess? 	
Positive Power Email 7	Week 7 11-17/11	<ul style="list-style-type: none"> • Catastrophic Fire Warning • Wipe Out Waste throwback – National Recycling week 	<ul style="list-style-type: none"> • Catastrophic Fire Warning • Wipe Out Waste throwback – National Recycling week 	<ul style="list-style-type: none"> • Building Manager Report
Positive Power Email 8	Week 8 18-24/11	<ul style="list-style-type: none"> • Leaderboard Update • Activity Summary • Competition Sign Up 	<ul style="list-style-type: none"> • Green Power (Renewables) • Energy Efficiency • NABERS Co-assess 	
Positive Power Email 9	Week 9 02-08/12	<ul style="list-style-type: none"> • Show support for company switch to renewable energy • Reminder to complete activities 	<ul style="list-style-type: none"> • Reminder to complete activities 	<ul style="list-style-type: none"> • Building Manager Report
Positive Power Email 10	Week 10 09-15/12	<ul style="list-style-type: none"> • Competition winners announcement • Get people to sign up 	<ul style="list-style-type: none"> • Case studies on renewables and how to switch to renewables at work 	
Positive Power Email 11	Week 11 16-22/12	<ul style="list-style-type: none"> • Reduce shower time by 5 minutes • Other activities that need uptake 	<ul style="list-style-type: none"> • Activities that need uptake • How to switch office to renewables (infographic on Green Power) 	<ul style="list-style-type: none"> • Building Manager Report

Marketing Creative

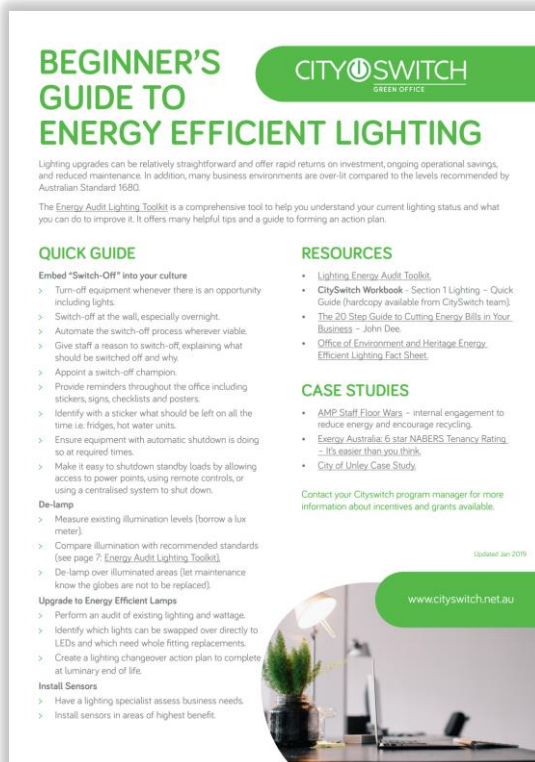
Marketing collateral has been designed and developed to support engagement and storytelling throughout Positive Power.




Examples of digital marketing collateral for websites and social media.




Renewable energy posters for individuals and companies.




Existing CitySwitch Beginner's Guides for energy efficiency and purchasing GreenPower.



GOOD THINGS ARE HAPPENING 


Why Australia's largest bank is powered by renewables.




Between 2009 and 2015, the Commonwealth Bank of Australia reduced its greenhouse gas emissions by an impressive 38 per cent by consolidating its office space and embarking on several energy efficiency projects.

But the bank was keen to do more and turned to small-scale rooftop solar for help.

"We are committed to reducing our environmental footprint and our transition towards renewable energy is part of this," explains Paul Auglys, CBA's Head of Property Operations.



GOOD THINGS ARE HAPPENING 


Arup's solar loan program shapes a better world

Arup's interest-only solar loans encourage employees to join the 100% renewable revolution and shape a better world, says the firm's Regional Corporate Communications Manager, Lisa Gardner.

Since 1963, when Arup's team first arrived in Australia to work on the Sydney Opera House, the engineering and design firm has influenced some of our nation's most iconic buildings – many of them setting new benchmarks for sustainability. Today, Arup has more than 2,000 employees in Australia, each of them delivering projects and inspiring ideas that support a sustainable, low-carbon future.

A [CitySwitch signatory](#) since 2005, Arup's Sydney and Melbourne use 100% renewable energy, and the firm is always looking for innovative ways to extend its emissions-reduction efforts. Arup offers interest-free loans of up to \$5,000 to employees looking to invest in solar – whether that's photovoltaics, hot water systems or battery storage.

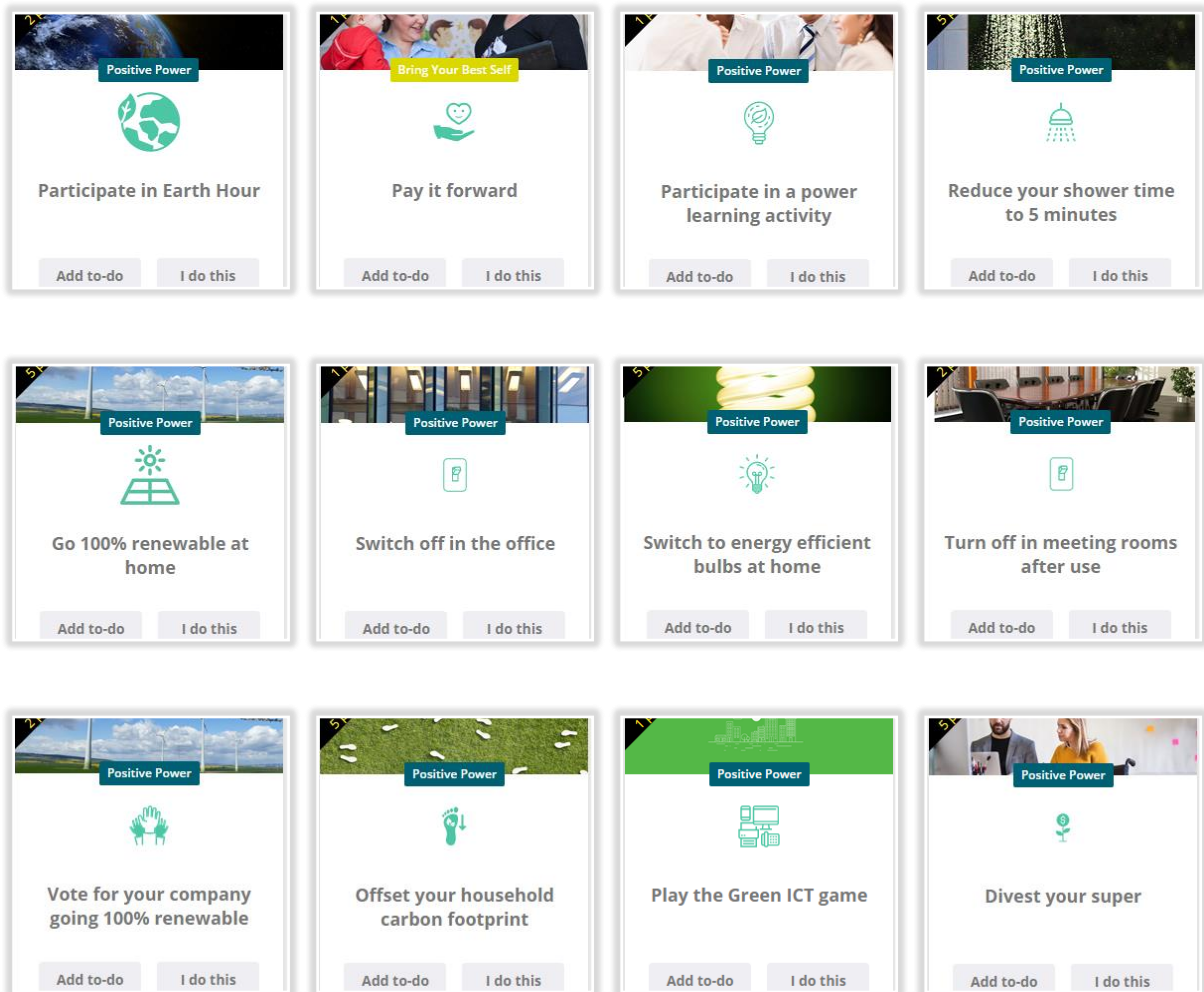
"We came up with the idea in a brainstorming session, as we regularly canvas our people for ideas for how we can be more sustainable," Lisa explains.



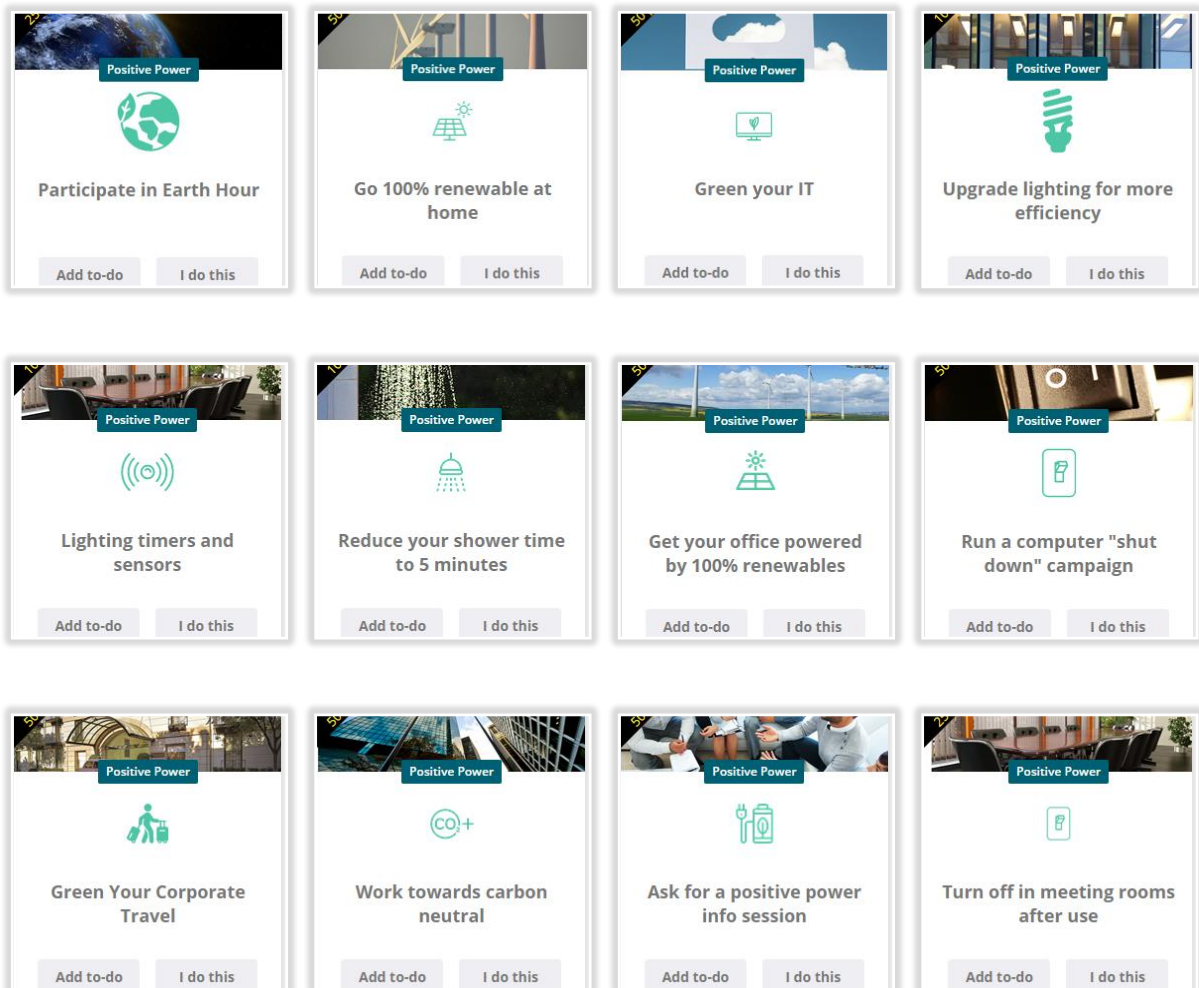
Email format case studies promoting renewables action by participating companies.

Platform Activities

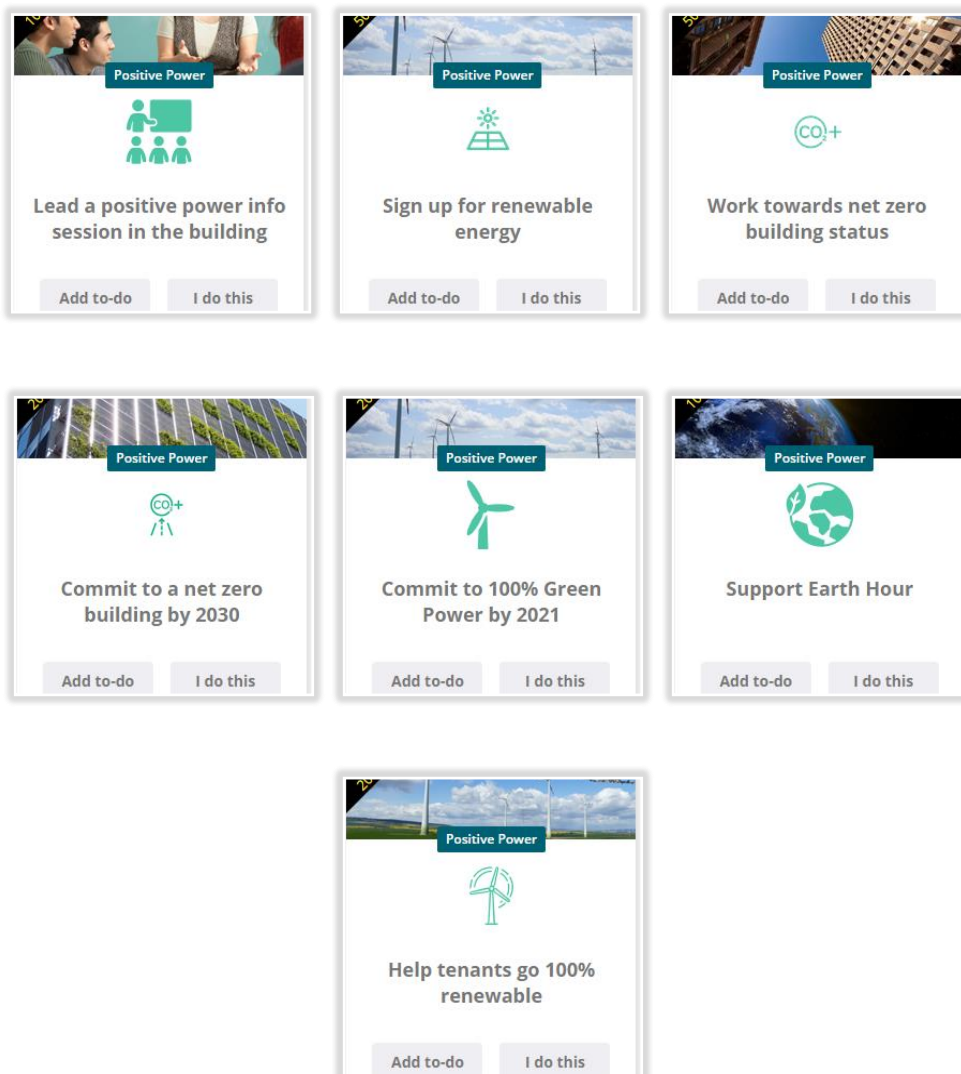
There are a number of platform activities for participants in the Positive Power season, with suggested actions ranging from making small changes at home through to committing to 100% renewable energy. These activities are suggested throughout the season in the email campaigns.



Individual Activities



Company Rep Activities



Building Manager Activities

Conclusion

The intended outcome of this season is for buildings and companies to commit to or take steps towards renewable energy, as well as undertaking energy efficiency initiatives. In addition to this, there is a focus on completing building and tenancy ratings (through NABERS Co-asses); this was the focus of the Know Where You Stand season, and has been renewed in Positive Power to ensure that building managers and company representatives who have become more engaged with the Cup since the completion of the first season have the opportunity to rate their space.