

**One-Tonne Challenge Employee Awareness Toolkit Website
Evaluation of Website and Related Materials**

March 2006

Submitted to Natural Resources Canada



**Phoenix Strategic Perspectives Inc.
1678 Bank Street, Ste. 2, Ottawa, Ontario K1V 7Y6
Tel: (613) 260-1700 Fax: (613) 260-1300 Email: info@phoenixspi.ca
www.phoenixspi.ca**

TABLE OF CONTENTS

Executive Summary	i
Sommaire	v
Introduction	1
Characteristics of Surveyed Registrants.....	4
Website Awareness & Visits.....	9
Perceptions of OTC Toolkit Website.....	15
Awareness & Use of Specific Tools and Resources	21
Employee Awareness Activities & Campaign.....	29
Performance Measurement	35
Future Directions.....	40
Perceptions of Non-Users	43

Appendices:

- Advanced NRCan Letter
- Survey questionnaire
- Survey invitation and reminders
- Interview guides

EXECUTIVE SUMMARY

Natural Resources Canada (NRCan) commissioned Phoenix Strategic Perspectives Inc. to undertake a research program related to the One-Tonne Challenge (OTC) Employee Awareness Toolkit website. The purpose of the research was to determine whether the tools and resources available on the website are useful to registrants, easy to use, and comprehensive. A related objective was to develop a profile of registrants. The research took the form of a census survey of all website registrants, supplemented by 24 in-depth interviews with ‘non-users’ and ‘users’ of the site. In total, 169 registrants completed an online survey, representing a response rate of 36%. Based on a sample of this size, the overall results can be considered to be accurate to within +/- 6%, 19 times out of 20 (finite population factor applied). Since the in-depth interviews were qualitative in nature, those results cannot be generalized to the full population of website registrants. The main focus of this executive summary is on the quantitative (survey) results. The research was conducted February 20 to March 30, 2006.

Website Awareness and Visits

In March 2005, the Government of Canada launched a website to provide businesses and other organizations with tools and resources to increase employee awareness of, and participation in, the OTC. Most registrants first learned about the OTC Toolkit website through the main Government of Canada OTC website (49%) or an email sent to them by the federal government (16%). The only other source identified with any frequency was colleagues/word of mouth (15%).

Three-quarters of respondents have been registered for half a year or more, and most did so out of interest not a specific job-related requirement. In addition, 77% of registrants have returned to the website at least once since their initial registration (most, 62%, have visited five times or less), and two-thirds (67%) have downloaded tools and resources. The vast majority (85%) plan to download additional tools or resources in the future, and most of these expect to do so within the next six months. Website use notwithstanding, registrants reported only modest levels of familiarity with the OTC Toolkit website – 8% said they were very and 46% moderately familiar with the website and what it offers.

While many have used the website, one-quarter of registrants have not returned to the site since their initial registration, and one-third of those that have visited since registration have not downloaded any tools or resources. These registrants pointed primarily to a lack of time (71%) to explain why they have not returned to the site or downloaded materials. The qualitative research among ‘non-users’ echoes this finding – the main reason offered for not having used the OTC website tools and resources was lack of time.

The remaining questions were asked of registrants who had visited the website more than once since registration, or who had visited once only but had downloaded tools or resources. Note that 83% of ‘non-user’ registrants said they intend to visit the website again in future.

Perceptions of OTC Toolkit Website

Registrants not only use the OTC Toolkit website, most tend to have positive perceptions of it. Almost two-thirds (63%) expressed satisfaction with the overall quality of the website and the tools and resources available (only 5% were dissatisfied). Moreover, two-thirds said it met (60%) or exceeded (7%) their expectations (19% said it fell short of expectations). Virtually all of the in-depth interview participants who have used the site said that it measured up to their expectations.

In addition to expressing satisfaction with the website overall, many also offered positive assessments of specific aspects of the site. The site attribute that received the highest satisfaction rating was its visual appeal (66%). Focusing on content, 64% were satisfied with the clarity of its content, 58% with the extent to which the information is up-to-date, and 73% agreed that the information is clear and easy to understand. In terms of navigation, majorities expressed satisfaction with the ease of use of the site (60%) and with its structure and organization (58%). Registrants who participated in the in-depth interviews also had positive impressions of the website, describing it as useful, easy to use, and visually appealing.

Turning to impressions of the toolkit itself, 60% were satisfied with the ease of use of the tools and resources, and 59% agreed that they have a clear understanding of how the tools and resources can benefit their organization. Half the registrants (52%) felt that the tools and resources are flexible and enable customization, while 51% expressed satisfaction with the range of materials available, and 44% with the usefulness of the tools and resources. The findings from the qualitative research were consistent – to the extent that the site has helped registrants achieve their goals related to energy awareness and the workplace, they attributed value to the OTC Toolkit.

It is important to note that assessments in each of these areas tended to be moderately, not strongly positive. In addition, significant numbers of registrants were unable or unwilling to assess various specific aspects of the site and/or its resources, from 4%-20%, depending on the measure, likely because of a lack of familiarity with the site to date.

Awareness & Use of Specific Tools and Resources

Registrants' awareness and use of the specific tools and resources available at the website varied considerably. That said, there was relatively high awareness for many of the tools. The large majority were aware of the Downloadable Posters (85%), Activities and Tips sheets (76%), Frequently Asked Questions [FAQs] (75%), and Free Publications Order Form (73%). Similar and substantial numbers reported knowing about the Sample Articles/Success Stories (69%), Sample Campaign Work Plan (67%), Climate Change Quiz (66%), and links to OEE resources (64%). Usage of these same tools and resources was noticeably lower – 16% to 35% lower, depending on the specific resource.

The tool that registrants were most satisfied with was the Climate Change Quiz. Fully 88% expressed satisfaction with the quiz. Following this, 84% were satisfied with the Sample Articles/Success Stories. Similar and substantial numbers (78-81%) expressed satisfaction with the Publications Order Form, Sample Emails and Templates, Home Energy Reduction Chart, GHG Calculator, and Employee Recognition. Majorities expressed satisfaction with

all of the other tools/resources as well. In-depth interview participants were largely satisfied with the tools and resources they have used to date. They found them to be easy to use, full of useful content, and straightforward to customize.

Employee Awareness Activities & Campaign

Turning to activities undertaken by registrants to raise employee awareness, 64% have informed employees about the OTC or publicized it within their organization. Smaller numbers have undertaken specific activities to raise the level of awareness and interest among employees, such as ordering tips guides (41%), organizing events (36%), making a presentation to management (32%), or having incentives or giveaways (29%). While many have undertaken activities, only 30% have committed to or completed an employee awareness campaign (either in full or in part). However, an additional 40% said they plan to launch one in the future. Relatively few in-depth interview participants have undertaken employee awareness campaigns.

Those who do not plan to undertake an employee awareness campaign mainly attributed this to the fact that there are too many other competing priorities within the organization (55%) and a lack of time (52%). Registrants who participated in in-depth interviews also pointed to time and organizational priorities as the main reasons for not undertaking a campaign. With this in mind, it should come as no surprise that lack of time headed the list of perceived barriers or obstacles to raising employee awareness of and interest in the OTC, identified by 68% of registrants.

Performance Measurement

When asked to characterize the impact of the tools and resources that they have used, a majority of registrants felt that the tools/resources have had at least a moderate impact in each area, with one exception. The greatest impact has been in the area of enhancing existing workplace programs (63% said big/moderate impact), followed by providing employees with information to take action on reducing GHG emissions (57%), raising awareness of the OTC (55%), and generating management buy-in (53%). Assessments were less positive in terms of encouraging employees to take the OTC and to reduce GHG emissions (41%).

Registrants were divided over whether submitting the reporting template to the federal government is an important part of an OTC employee awareness campaign. Approximately one-quarter (27%) attributed importance to this element, while 30% viewed it as unimportant. Submitting the reporting template was the element that those who had undertaken a campaign, or who said they plan to, were the most likely to not complete. Other priorities (52%) and a lack of time (44%) were identified as the main reasons for not submitting a report by those who have not done so (but who have undertaken a campaign). Consistent with the survey findings, hardly any of the in-depth interview participants said their organization had submitted a report on their campaign, or intended to do so. Providing an electronic reporting tool (60%) and offering increased recognition (50%) were identified as the best ways to encourage report submissions.

Future Directions

Registrants offered mixed assessments of potential features that could be added to the toolkit/website. Two-thirds felt that access to customizable posters would be useful, while 59% said this about the ability to order posters, and 55% about access to larger posters. For each of these, respondents were more likely to feel that they are very, not moderately useful. Just under half (47%) considered the provision of a prescriptive approach to be of value or use to them. Interviewed registrants' perceptions of the usefulness or value of a more prescriptive approach mirrored those of survey respondents. While some saw this approach as a good idea, others were quick to point out its flaws.

In terms of suggestions moving forward, registrants were most likely to suggest providing improved incentives or support (25%), offering new materials (25%), and modifying the current materials. Most registrants (84%), however, offered no suggestions.

Conclusions

Taken together, the findings point to a user community that is largely satisfied with the OTC Toolkit website and the tools and resources available. The majority of registrants expressed satisfaction with the website overall, felt that it met or exceeded their expectations, considered it to be easy to use, and felt that the content is up-to-date and easy to understand. Satisfaction in these areas, however, tends to be moderate, not strong, so there is room for improvement. Since the biggest obstacle to raising employee awareness of and interest in the OTC appears to be lack of time, NRCan might consider incorporating new features registrants perceive to be useful in order to better help them launch an OTC campaigns, and report on the campaigns that are undertaken.

SOMMAIRE

Ressources naturelles Canada (RNCan) a demandé à Phoenix Strategic Perspectives Inc. d'entreprendre une étude sur le site Web de la Trousse de sensibilisation des employés au Défi d'une tonne (DUT). On cherchait ainsi à savoir si les inscrits jugeaient que les ressources et les outils accessibles sur le site Web de la Trousse étaient utiles, faciles à utiliser et complets. Un autre objectif connexe était d'établir le profil des inscrits. La recherche a pris la forme d'un sondage réalisé auprès de tous les inscrits du site Web, auquel on a ajouté 24 entretiens en profondeur avec des utilisateurs et des non-utilisateurs du site. Au total, 169 inscrits ont répondu au sondage en ligne, ce qui représente un taux de réponse de 36 %. La marge d'erreur pour ce type d'échantillon est de +/- 6 %, 19 fois sur 20 (application du facteur de population finie). Étant donné la nature qualitative des entretiens en profondeur, on ne peut pas généraliser les résultats à l'ensemble des inscrits du site Web. Le présent sommaire porte surtout sur les résultats quantitatifs (sondage). La recherche a été réalisée entre le 20 février et le 30 mars 2006.

Connaissance du site Web et visites

En mars 2005, le gouvernement du Canada a lancé un site Web qui offrait des outils et des ressources aux entreprises et aux organismes pour sensibiliser leurs employés au DUT et les encourager à y participer. La plupart des inscrits ont appris l'existence du site Web de la Trousse de sensibilisation sur le site Web principal du DUT (49 %) ou dans un courriel que leur avait envoyé le gouvernement du Canada (16 %). La seule autre source commune était les collègues/le bouche à oreille (15 %).

Les trois quarts des répondants sont inscrits depuis six mois et plus. La plupart d'entre eux l'ont fait par intérêt, et non en raison d'une obligation liée au travail. De plus, 77 % des inscrits ont visité le site au moins une fois après leur inscription (62 % d'entre eux l'ont visité cinq fois ou moins) et les deux tiers d'entre eux (67 %) ont téléchargé des outils et des ressources. De ce nombre, 85 % prévoyaient télécharger d'autres outils et ressources dans l'avenir, le plus souvent au cours des six prochains mois. À l'exception de l'utilisation du site Web, les inscrits ont déclaré n'avoir qu'une connaissance restreinte du site Web de la Trousse de sensibilisation : 8 % d'entre eux disaient très bien connaître le site Web et ses ressources, mais 46 % se disaient modérément au courant.

De nombreuses personnes ont utilisé le site Web, mais un quart des inscrits ne sont pas retournés sur le site après leur inscription et un tiers de ceux qui l'ont fait n'ont pas téléchargé d'outils ou de ressources. Le manque de temps était la première raison mentionnée (71 %) dans les deux cas. La recherche qualitative auprès des non-utilisateurs reflète ces résultats. Le manque de temps était aussi la principale raison mentionnée pour expliquer la non-utilisation des outils et des ressources en ligne.

Les dernières questions s'adressaient aux inscrits qui avaient visité le site Web plus d'une fois depuis leur inscription ou qui avaient téléchargé des outils ou des ressources. Il est à noter que 83 % des « non-utilisateurs » inscrits ont dit avoir l'intention de visiter le site de nouveau dans l'avenir.

Perception du site Web de la Trousse de sensibilisation

En plus d'utiliser la Trousse de sensibilisation pour les employés du DUT, les inscrits la perçoivent de façon favorable. Presque les deux tiers d'entre eux (63 %) se sont dits satisfaits de la qualité générale du site Web ainsi que des outils et des ressources disponibles (5 % seulement ont exprimé de l'insatisfaction). De plus, les deux tiers des inscrits ont dit que le site répondait à leurs attentes (60 %) ou les dépassait (7 %), mais 19 % se sont dits déçus. Pratiquement tous les participants aux entretiens en profondeur qui ont utilisé le site trouvaient qu'il avait répondu à leurs attentes.

En plus d'être généralement satisfaits du site, de nombreux inscrits en ont évalué certains aspects de façon favorable. L'aspect visuel du site a remporté le plus haut taux de satisfaction (66 %). Sur le plan du contenu, 64 % inscrits étaient satisfaits de la clarté de l'information, 58 %, du fait que les renseignements soient à jour et 73 % jugeaient l'information offerte claire et facile à comprendre. Sur le plan de la navigation, la majorité des inscrits se sont dits satisfaits de la convivialité du site (60 %), de sa structure et de son organisation (58 %). Ceux qui ont participé aux entretiens en profondeur ont également perçu le site de façon favorable, le décrivant comme étant utile, facile à utiliser et attrayant.

En ce qui concerne la trousse d'information elle-même, 60 % des inscrits étaient satisfaits de la convivialité des ressources et des outils offerts et 59 % disaient avoir une idée claire de la façon dont leur organisme pourrait en bénéficier. La moitié des inscrits (52 %) estimaient que les ressources et les outils étaient à la fois flexibles et adaptables, tandis que 51 % se disaient satisfaits de la variété du matériel disponible et que 44 % en appréciaient l'utilité. La recherche qualitative a donné des résultats similaires : dans la mesure où le site avait aidé les inscrits à atteindre leurs objectifs en matière de sensibilisation à l'économie d'énergie au travail, ils accordaient une valeur à la trousse du DUT.

Il est important de noter que le niveau de satisfaction pour chacun de ces aspects était le plus souvent modéré, et non pas élevé. De plus, une importante proportion d'inscrits, de 4 à 20 % selon l'aspect concerné, n'ont pas pu ou pas voulu évaluer certains aspects ou ressources du site, sans doute en raison d'une mauvaise connaissance de son contenu.

Connaissance et utilisation de certains outils et ressources

Le niveau de connaissance des outils et des ressources accessibles sur le site Web varie beaucoup d'un inscrit à l'autre. Cela dit, de nombreux outils étaient relativement bien connus. La grande majorité des inscrits connaissaient les affiches téléchargeables (85 %), les pages d'activités et de conseils (76 %), la foire aux questions (75 %) et le formulaire de commande des publications gratuites (73 %). Une bonne partie d'entre eux connaissaient également les modèles d'articles / histoires de réussites (69 %), le plan de travail du spécimen de campagne (67 %), le jeu-questionnaire sur le changement climatique (66 %) et les liens vers les ressources de l'OEE (64 %). Par contre, le niveau d'utilisation des mêmes outils et ressources était de 16 à 35 % plus bas que le niveau de connaissance.

Le jeu-questionnaire sur le changement climatique est l'outil qui a engendré le plus de satisfaction (88 %). Les modèles d'articles / histoires de réussites, en deuxième position, ont satisfait 84 % des inscrits. D'importants pourcentages (78 à 81 %) d'inscrits se sont dits satisfaits du formulaire de commande des publications gratuites, des modèles de

documents et de courriels, du tableau indiquant la réduction de la consommation d'énergie d'usage domestique, du calculateur d'émissions de GES et des moyens de souligner la participation des employés. D'autres ressources ou outils ont surtout engendré de la satisfaction. Les participants aux entretiens en profondeur se sont dits très satisfaits des outils et ressources qu'ils avaient utilisés jusqu'à maintenant. Ils ont trouvé que ces outils étaient faciles à utiliser et à adapter et constituaient une source d'information utile.

Activités et campagnes de sensibilisation auprès des employés

En ce qui concerne les activités entreprises pour augmenter le niveau de sensibilisation des employés, 64 % des inscrits ont fait la promotion du DUT auprès des employés ou au sein de leur organisation. D'autres, moins nombreux, ont entrepris des activités particulières pour sensibiliser les employés et stimuler leur intérêt, comme de commander des guides de conseils (41 %), d'organiser des activités (36 %), de faire une présentation auprès de la direction (32 %) ou d'offrir des incitatifs et des cadeaux publicitaires (29 %). Bien que de nombreux participants aient entrepris de telles activités, seulement 30 % d'entre eux se sont engagés à lancer une campagne de sensibilisation auprès des employés ou en ont réalisé une (partielle ou complète). Cependant, 40 % des inscrits affirment avoir l'intention de lancer une telle campagne dans un avenir plus ou moins rapproché. Bien peu de participants aux entretiens en profondeur ont lancé une campagne.

Les inscrits qui ne prévoyaient pas entreprendre de campagne de sensibilisation auprès des employés ont expliqué leur décision par le fait que de trop nombreuses priorités retenaient l'attention au sein de l'organisation (55 %) et qu'ils manquaient de temps (52 %). Les inscrits qui ont participé aux entretiens en profondeur ont évoqué les mêmes raisons pour ne pas entreprendre de campagne. À la lumière de ces résultats, il n'est guère surprenant que le manque de temps soit en tête des difficultés que 68 % des inscrits jugeaient faire obstacle à la sensibilisation et à la stimulation de l'intérêt des employés pour le DUT.

Mesure du rendement

Lorsqu'on les a interrogés sur les effets des ressources et outils qu'ils avaient utilisés, la majorité des inscrits les ont qualifiés de modérés sur tous les aspects sauf un. Il semble que ces ressources et outils aient surtout contribué au renforcement des programmes existants en milieu de travail (63 % ont déclaré des effets importants/modérés). Venaient ensuite l'apport d'information aux employés pour les inciter à participer à la réduction des émissions de GES (57 %), la sensibilisation au DUT (55 %) et l'obtention de l'appui des cadres supérieurs (53 %). L'incitation des employés à relever le DUT et à réduire les émissions de GES a produit de moins bons résultats (41 %).

Les inscrits ne s'entendaient pas sur l'importance de transmettre le modèle de rapport au gouvernement fédéral dans le cadre d'une campagne de sensibilisation des employés au DUT. Environ un quart d'entre eux (27 %) accordaient de l'importance à cette démarche, tandis que 30 % la jugeaient non importante. Chez les inscrits qui avaient entrepris une campagne, la transmission du modèle de rapport était l'activité qu'ils étaient le moins susceptibles d'entreprendre. De ce nombre, ceux qui n'avaient pas soumis de rapport ont donné comme raison qu'ils devaient respecter d'autres priorités (52 %) et le manque de temps (44 %). Les résultats du sondage se reflètent dans les entretiens en profondeur. Rares étaient les participants dont l'organisation avait soumis un rapport sur la campagne ou qui

avait l'intention de le faire. Les meilleures façons d'encourager les organisations à soumettre des rapports, selon les inscrits, seraient de fournir un outil électronique de production de rapport (60 %) et d'offrir une meilleure reconnaissance (50 %).

Orientations futures

Les inscrits étaient partagés sur l'utilité de certaines améliorations potentielles à la trousse ou au site Web. Les deux tiers d'entre eux croyaient qu'il serait utile de pouvoir accéder à des affiches adaptables. D'autres estimaient bénéfique de pouvoir commander des affiches (59 %) ou de pouvoir avoir accès à de plus grandes affiches (55 %). Les inscrits interrogés avaient tendance à voir chacune de ces améliorations potentielles comme étant très, et non modérément, importante. Un peu moins de la moitié d'entre eux (47 %) croyaient qu'une approche prescriptive pourrait leur être utile. Les résultats du sondage et des entretiens en profondeur se ressemblent sur ce point. En effet, certains participants aux entretiens croyaient qu'une approche plus prescriptive serait utile, mais d'autres en ont rapidement indiqué les lacunes.

En ce qui concerne les suggestions offertes, les inscrits avaient surtout tendance à réclamer l'amélioration des incitatifs et du soutien (25 %), l'accès à du nouveau matériel (25 %) et la modification du matériel actuel. Par contre, la plupart (84 %) n'ont fourni aucune suggestion.

Conclusions

Toutes ces conclusions indiquent que le groupe d'utilisateurs est satisfait du site Web de la Trousse de sensibilisation ainsi que des ressources et des outils qu'on y trouve. La majorité des inscrits se sont montrés généralement satisfaits du site, qu'ils ont dit conforme ou supérieur à leurs attentes, facile à utiliser et plein d'information à jour et facile à comprendre. Leur niveau de satisfaction, par contre, est le plus souvent modéré, et non élevé. Il y a donc place à amélioration. Comme le manque de temps semble être le plus important obstacle à la sensibilisation et à la stimulation de l'intérêt des employés pour le DUT, RNCan pourrait envisager l'intégration de nouvelles fonctionnalités qui, selon les inscrits, pourraient les inciter à lancer des campagnes de sensibilisation sur le DUT et par la suite à présenter un compte rendu de ce qui s'est fait.

INTRODUCTION

Phoenix Strategic Perspectives Inc. was commissioned by Natural Resources Canada (NRCan) to undertake a research program related to the One-Tonne Challenge (OTC) Employee Awareness Toolkit website.

Background and Objectives

The One-Tonne Challenge (OTC) is a Government of Canada (GoC) social marketing program designed to encourage and engage individual Canadians to reduce their greenhouse gas (GHG) emissions by one tonne or 20%. In order to meet the OTC program objectives and engage business and industry through employee challenges, a needs assessment was performed and a web-based employee awareness program and toolkit were developed.

The website was launched in March, 2005. The level of use of the site suggested that the initiative has been successfully launched, but it is difficult to know with certainty if users of the site found the tools and services to be useful because registrants did not report back on their employee awareness activities. Key questions included whether users are taking things from the website and implementing them into the workplace, how friendly challenges between businesses and facilities can be encouraged, and whether the ability to measure GHG reductions would make implementing activities more appealing to senior management. As a result, public opinion research was required to help the OTC Business and Industry team assess the current success of the program, related program delivery issues, and future directions, including the potential need to rejuvenate existing tools.

The purpose of the research, therefore, was to determine whether the tools and resources available on the website are useful to registrants, easy to use, and comprehensive. Specific objectives included:

- Identifying the type of visitors/users of the site to create a registrant profile.
- Assessing perceptions of issues related to OTC employee awareness campaigns.
- Evaluating website navigation, and the extent to which it meets expectations.
- Assessing the perceived impact of the tools and resources used.
- Obtaining suggestions for improvement.
- Exploring barriers to using the toolkit and reporting.

Research Activities

To address the research objectives, a research program was conducted with website registrants that included both quantitative and qualitative activities. The core component of this research was a survey of registered users of the OTC Employee Awareness Toolkit website. The following specifications applied to this component of the study:

- In total, 476 website registrants were invited to participate in the survey (excluding those email messages returned as undeliverable). The survey was completed by 169 respondents. This represents a response rate of 36%. Based on a sample of this size, the overall results can be considered to be accurate to within +/- 6%, 19 times

out of 20 (finite population factor applied).

- The survey was password-protected, available in both official languages, and accessible through a URL link contained in the email invitation letter.
- In advance of the research, an email letter was sent by NRCan to explain the purpose of the study, introduce Phoenix as the firm conducting the research, offer assurances of confidentiality, and encourage participation.
- As a reminder regime, three email messages were sent to respondents who had not completed the survey (sent approximately one week apart).
- The fieldwork was conducted February 20 – March 16, 2006.

To supplement the online survey, a set of 24 in-depth interviews was conducted with website registrants. Participants were drawn from among website registrants who had completed the online survey, augmented by a short list provided by NRCan. The following specifications applied to the qualitative component of the study:

- Six interviews were conducted with ‘non-users’ of the site – registrants that had not been to the website since their initial registration or who had only been there once since then and had not downloaded any tools or resources.
- Four interviews were conducted in French and the rest in English. Efforts were taken to ensure an appropriate mix of participants by region.
- The interviews were semi-structured in nature and designed to obtain robust, qualitative feedback. The interviews with website ‘users’ averaged approximately 30 minutes in length, while those with ‘non-users’ averaged approximately 15 minutes in length (the latter being asked a much smaller number of questions).
- Participants were sent a copy of the interview guide by email in advance of the interviews so that they could reflect on the issues and offer more considered feedback.
- Interviewing took place from March 20-30, 2006.

Note Readers:

- The in-depth interviews conducted as part of this research were qualitative in nature, not quantitative. As such, the results provide an indication of respondents’ views about the issues explored, but cannot be generalized to the full population of website registrants. By contrast, the online survey was quantitative in nature and the results can be generalized to the full population of website registrants.
- Unless otherwise specified, the total number of respondents for each question is 169. At times, the number of respondents (i.e. not the percentage) who answered certain questions or answered in a certain way is provided. The following method is used to denote this: $n = 46$, which means the number of respondents, in this instance, is 46. The number of respondents changes throughout the report because questions were asked of sub-samples of the population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on what is a small number of respondents in some instances. Sample sizes for sub-populations are identified in all of the graphs.
- Some of the graphs do not sum to 100% due to rounding.

- For editorial purposes, the terms ‘website registrants’, ‘registrants’, ‘participants’, and ‘respondents’ are used interchangeably to denote research participants throughout the report. In addition, the website is referred to as ‘OTC Toolkit’, ‘toolkit’ and ‘site’.
- Results from the in-depth interviews are included throughout the report, usually at the end of each appropriate section, where their feedback is separated from the main text by being put in a box for easy identification, as per this example.

Appended to this report in French and English are:

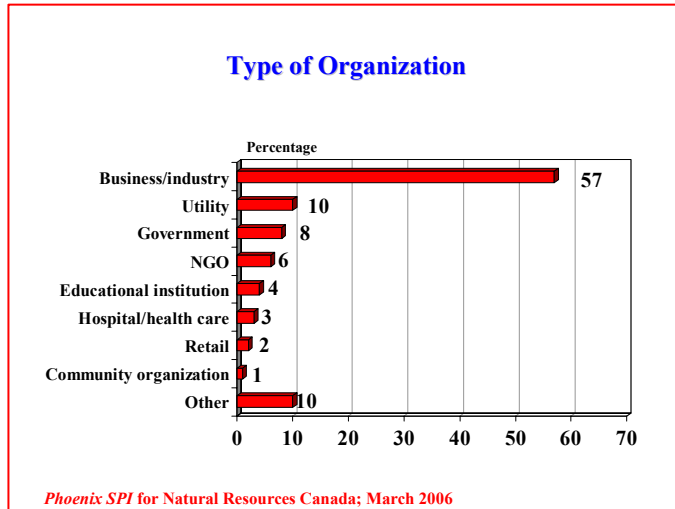
- The advance notification letter sent by NRCan;
- The survey questionnaire;
- The survey invitation and reminder emails; and
- The interview guides

CHARACTERISTICS OF SURVEYED REGISTRANTS

The following graphs present the characteristics of survey respondents and the organizations they work for. As such, this is essentially a profile of registrants of the OTC Employee Awareness Toolkit website. This includes the type and size of the organizations that respondents work for, the sector (where applicable), their position, their involvement in other programs offered by the Office of Energy Efficiency (OEE) and in the workplace more generally, the region in which they live, and the language of survey participation.

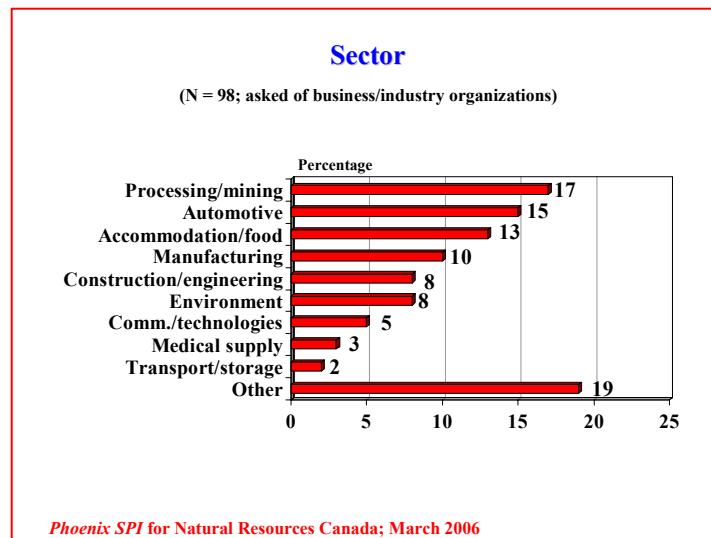
Type of Organization

The clear majority of respondents work for business or industry (57%). Beyond this, respondents work for a variety of different types of organizations.



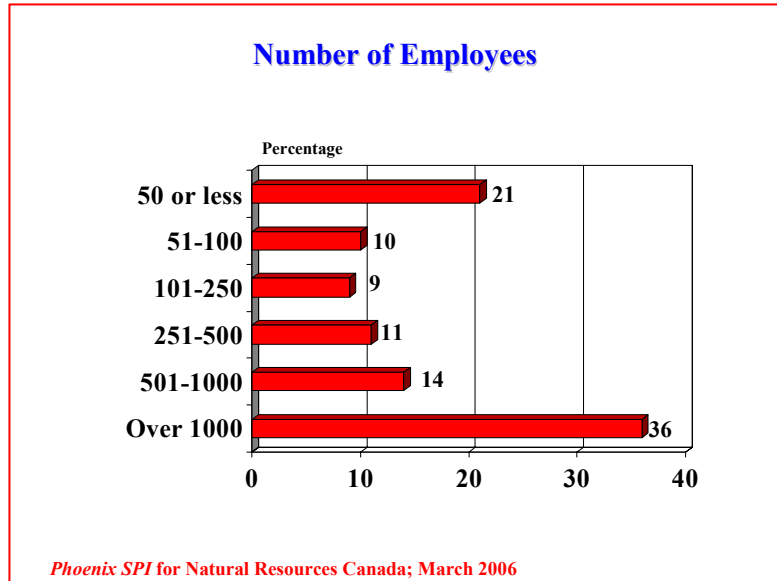
Sector

Registrants who work for business or industry (n = 96) were asked to identify the sector in which their company operates. If they are active in more than one sector, they were asked to identify the main sector. The following graph presents the sectoral distribution of these firms. Included in the 'other' category are a wide range of industries cited by less than one percent of the sample of businesses/industries.



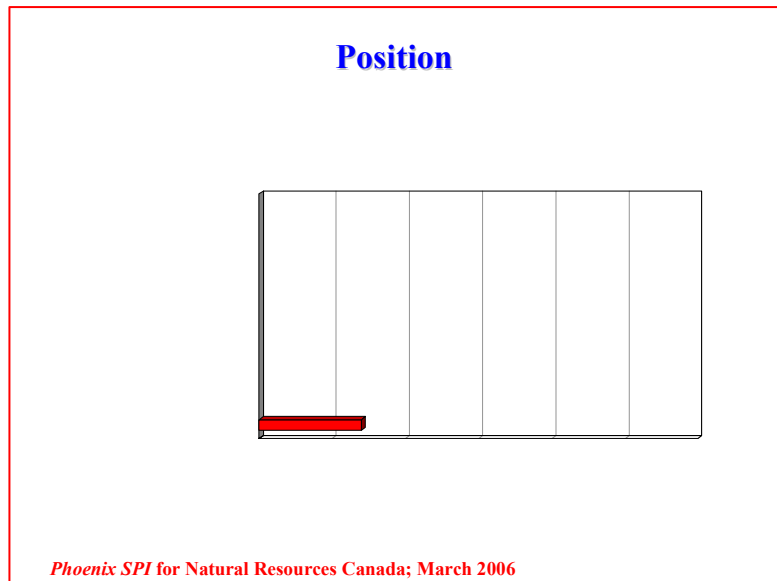
Number of Employees

The size of the organization that registrants work for varied considerably. The greatest single proportion of surveyed registrants (36%) work in large organizations of over 1,000 employees. At the other end of the spectrum, 21% work in much smaller organizations – 50 employees or less, and 10% with 51-100 staff. In addition, 9% work in organizations with 101-250 employees, 11% with 251-500 employees, and 14% with 501-1,000 employees. The focus is on employees working in Canada, and registrants were asked to include part-time staff as the number of full-time equivalents.



Position

Respondents were asked to identify their position within their organization. One-quarter were either managers or supervisors (25%) or filled an environment-related role within their organization (24%). A range of other positions were also represented in this research, including operations, senior executives/owners, engineering, administration, and HR/health and safety.

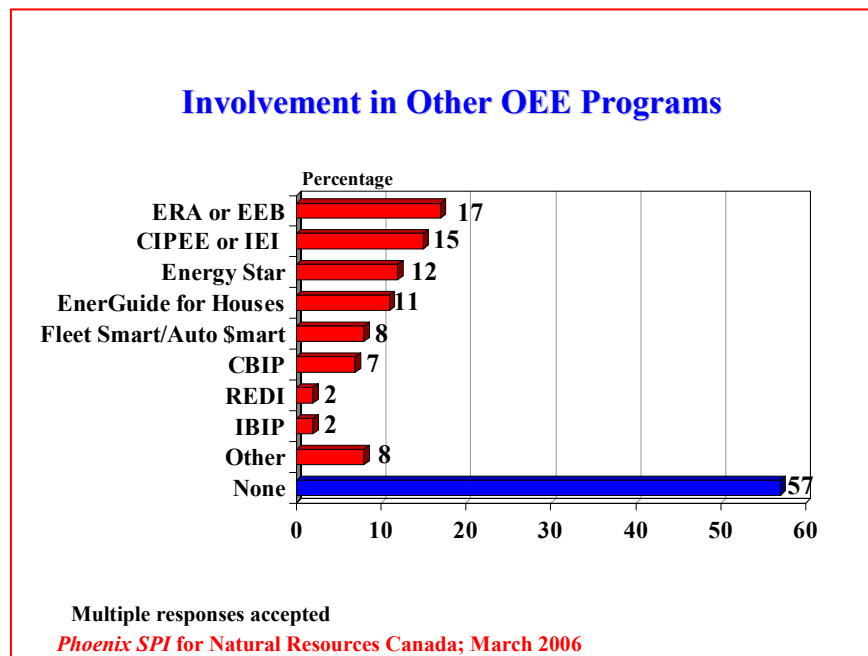


Involvement in OEE Programs

The majority of surveyed registrants (57%) have had no involvement with other programs of the Office of Energy Efficiency (OEE). Those who have been or are currently involved in such programs pointed to a variety of OEE programs.

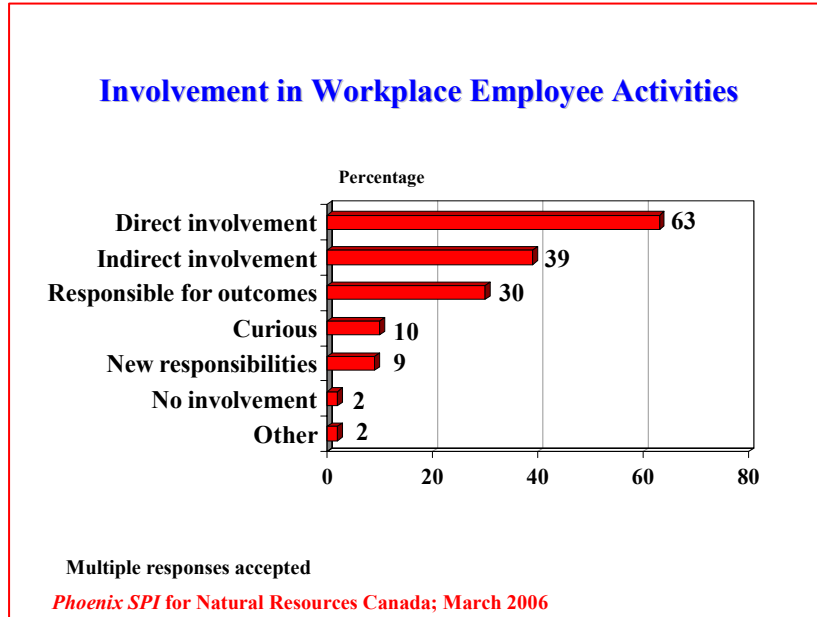
Respondents were asked about their involvement in the following OEE programs:

- Energy Retrofit Assistance (ERA) or EnerGuide for Existing Building (EEB) (Formerly the Energy Innovator Initiative)
- Canadian Industry Program for Energy Efficiency (CIPEE) or Industrial Energy Innovator (IEI)
- Commercial Business Incentive Program (CBIP)
- Industrial Business Incentive Program (IBIP)
- Fleet Smart or Auto\$mart
- Energy Star
- EnerGuide for Houses
- Renewable Energy Deployment Initiative (REDI)



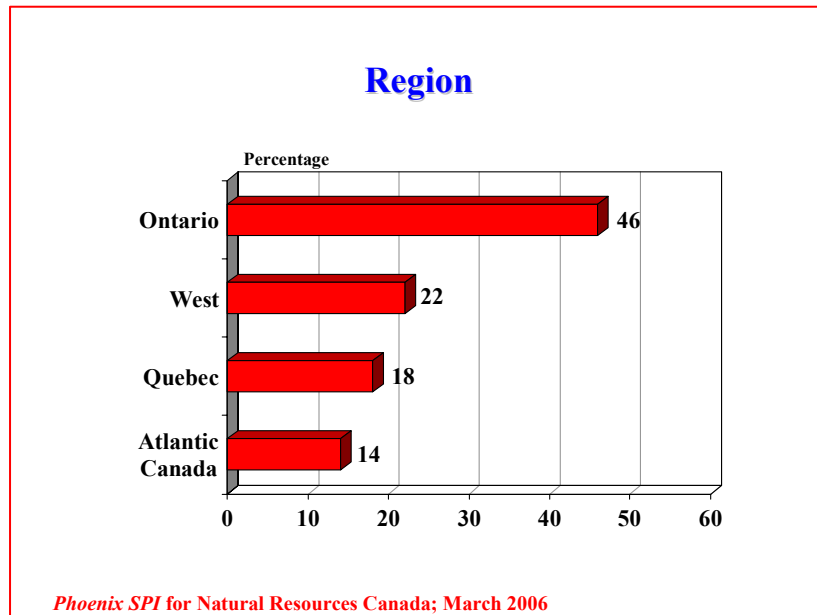
Workplace Employee Activities

Most respondents are involved in organized employee-related activities in the workplace – 63% have direct involvement, 39% indirect involvement, and 30% are responsible for outcomes. Ten percent indicated that they were curious about such things, while 9% said that involvement in organized employee-related activities is a new responsibility for them. Two percent indicated no involvement, and two percent indicated other.



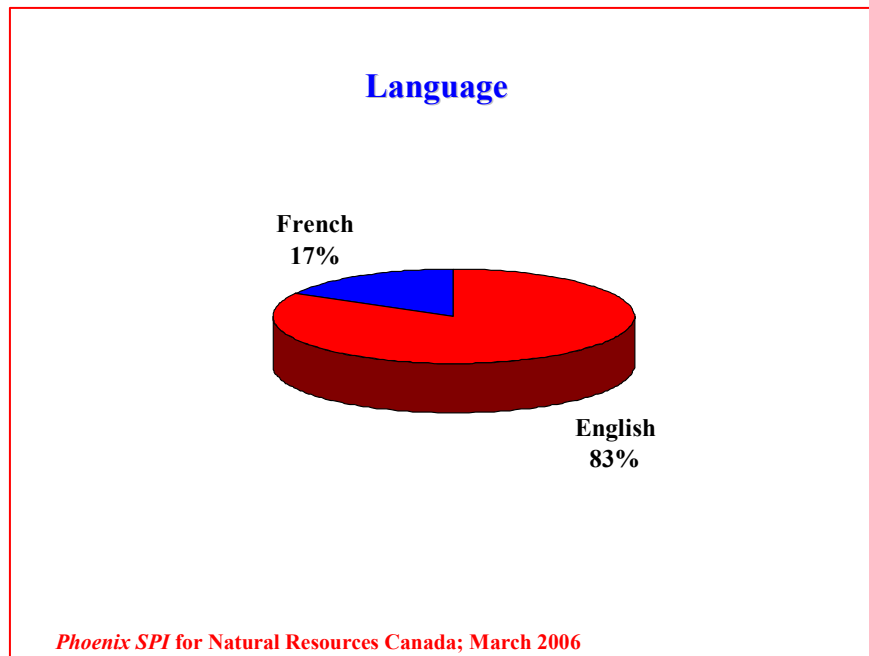
Region

Registrants were asked to identify the province in which they are personally located. The largest proportion (46%) are residents of Ontario, followed by those who live in the West (22%), Quebec (18%) and Atlantic Canada (14%).



Language

In total, 83% of registrants completed the survey in English, and 17% did so in French.



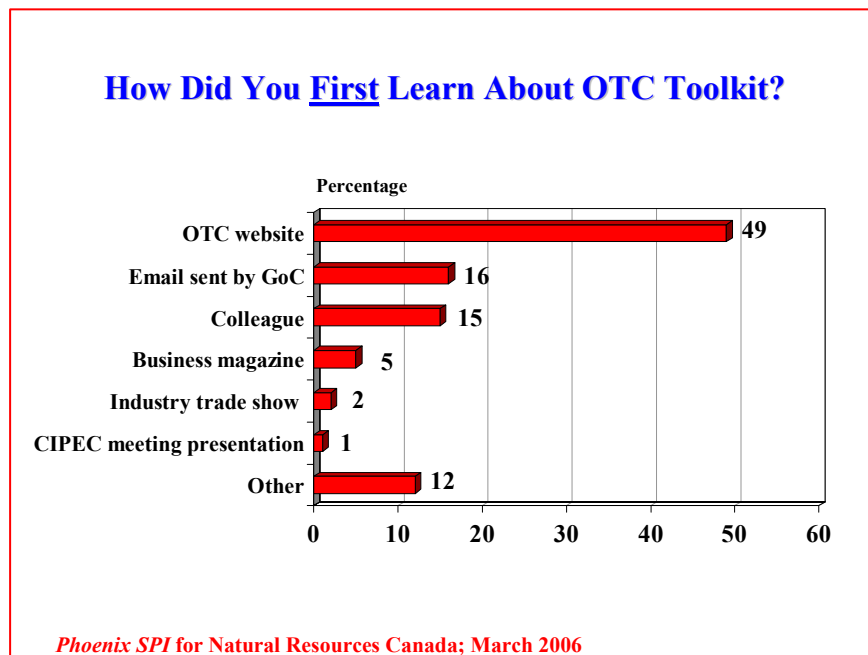
WEBSITE AWARENESS & VISITS

In March 2005, the Government of Canada launched a website to provide businesses and other organizations with tools and resources to increase employee awareness of, and participation in, the One-Tonne Challenge (OTC). This section describes registrants' awareness and use of the website, including how they first learned about it, why they decided to register, and what they have done at the website since registration.

Two-Thirds Learned About Website Through GoC

Two-thirds (65%) of surveyed registrants first learned about the OTC Employee Awareness Toolkit website through the Government of Canada. This was most likely to have occurred through the government's main OTC website (49%), although 16% said they learned about the OTC Toolkit website through an email sent to them by the federal government. The only other source that respondents pointed to with any frequency was a colleague or acquaintance (15%).

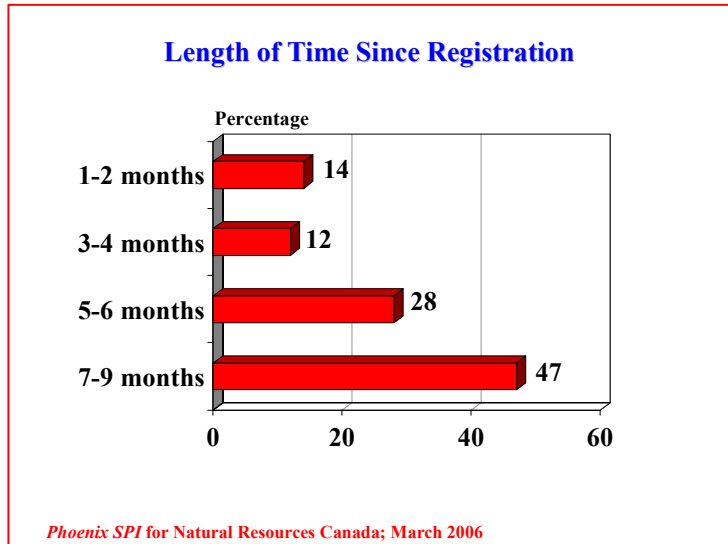
Relatively few (1-5%) said they first became aware of the website through an article in a business magazine/journal, an industry trade show, or a presentation at a CIPEC meeting (Canadian Industry Program for Energy Conservation). The types of sources included in the 'other' category are television commercials, the local NRCan representative, another federal government employee, a workplace presentation, and the Climate Change Hub Gateway.



In-depth interview participants first learned about the website through various different sources. For some, it was through their workplace, as a result of their responsibilities as energy efficiency champion, or through the industry in which they work. For others it was through various types of communications materials, including the Canadian Industry Program for Energy Conservation newsletter *Heads Up*, OTC television commercials with Rick Mercer, the main OTC website, and David Suzuki’s website.

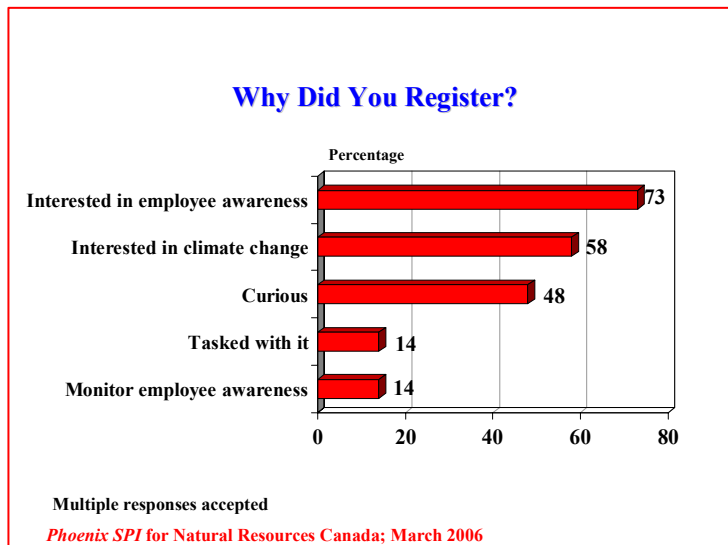
Most Have Been Registered for Half a Year or More

Fully 75% of respondents have been registered for five months or more – 47% registered between seven and nine months ago, while 28% did this five to six months ago. Among the rest, two months or less (14%) or three to four months (12%) have passed since registration.



‘Interest’ Cited As Main Rationale for Registration

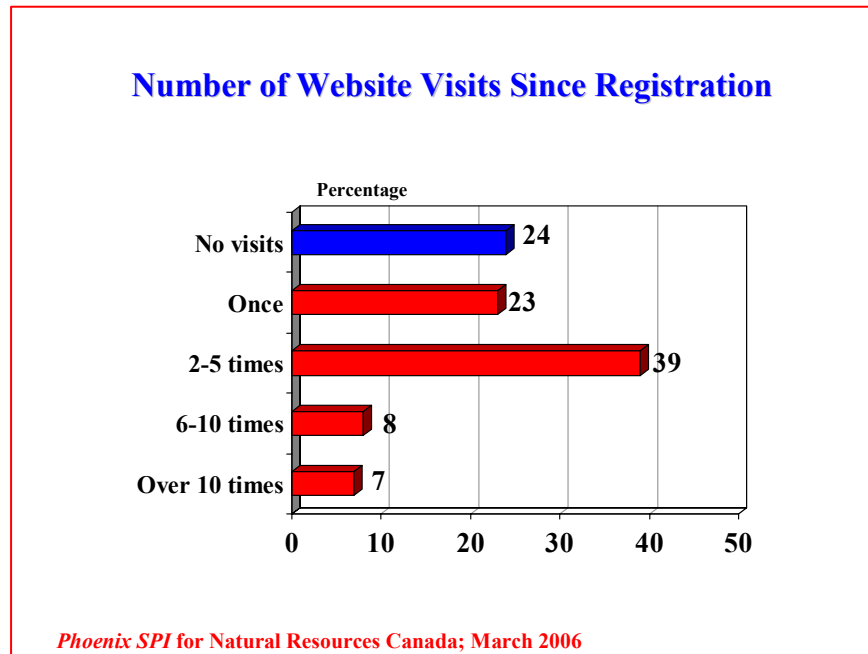
Respondents are more likely to have registered at the website out of interest, rather than a specific job-related requirement. Three-quarters (73%) said they registered because they were interested in employee awareness. Somewhat less, but still a majority, were prompted to register by an interest in climate change (58%). Nearly half (48%) said they registered because they were curious. At the other end of the spectrum, 14% each reported registering at the website because they were tasked either to promote or to monitor employee awareness.



Virtually all in-depth interview participants registered at the website for personal or work-related reasons. In terms of expectations, most participants expected to find information and tools that would help them to promote energy conservation awareness in general, or the OTC specifically, to employees in their organization.

Three-Quarters Have Visited Site At Least Once Since Registration

More than three-quarters (77%) have returned to the website at least once since their initial registration. The greatest single proportion of registrants have visited the site between two and five times (39%), while 15% have visited six times or more. Slightly less than one-quarter have returned to the site only once since registration.



In total, 24% of surveyed registrants have not returned to the site at all since their initial registration.

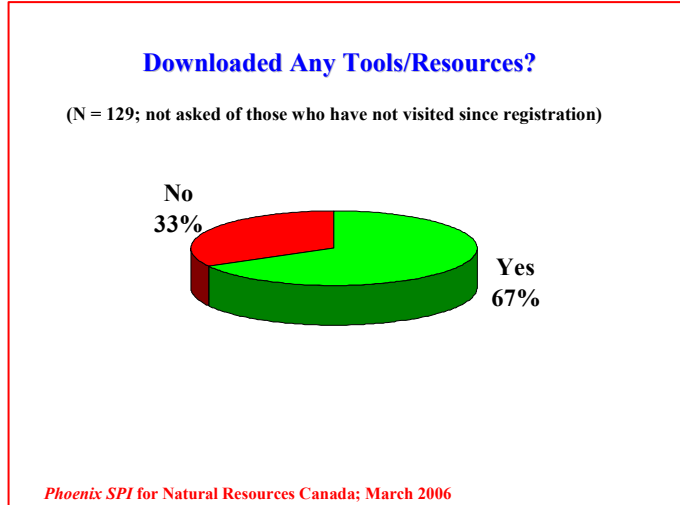
In-depth interview participants tended to be heavy users of the website, both in terms of the total number of times they have visited the site and the frequency with which they access it. Most of these registrants had visited the website at least 10 times, and many have used it much more than this – from 20 to 100 visits. That said, a few participants had visited no more than five times.

Note that some of the in-depth interview participants were previously known to be significant users of the Toolkit website and were intentionally selected for the in-depth interviews for this reason.

Two-thirds Have Downloaded Tools/Resources

Two-thirds of registrants said they have downloaded tools and resources from the website. Conversely, exactly one-third have not done so.

Registrants who visited the website more than once, but who have not downloaded any tools or resources (n = 17) pointed to a lack of time or need to explain why.



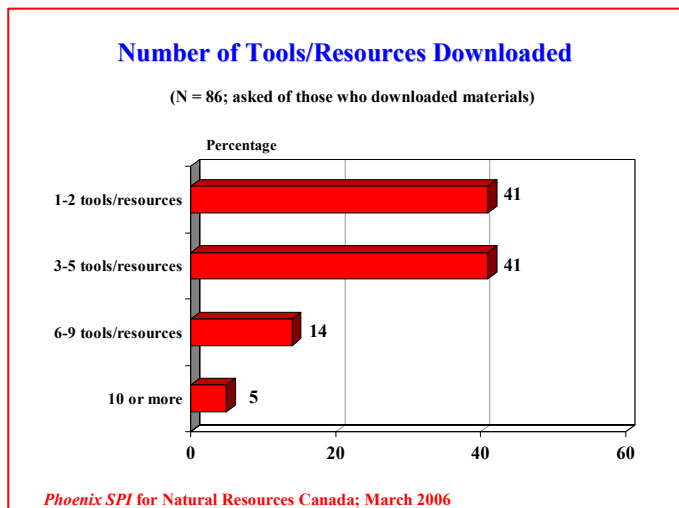
Registrants reported using the website for a variety of purposes, including to browse and gather information, to order publications, to download tools and resources, to check the progress of their organization’s campaign, and to see what other organizations are doing as part of their campaigns. The main reason in-depth interview participants offered for not having used the OTC website tools and resources was lack of time. As one person explained, the materials look great, but there is no time to implement them in the workplace.

A number of these participants do plan to use tools or resources in the future.

Unless otherwise specified, from this point forward the questions were asked only of registrants who had visited the website more than once since registration, or who had visited once only but had downloaded tools or resources.

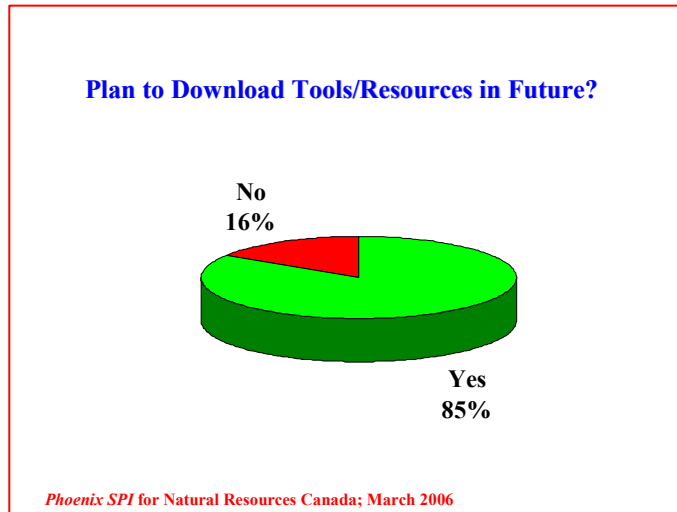
Most Downloaded 5 Tools or Less

In total, 82% of those who downloaded tools or resources (n = 86) reported downloading between one and five items – 41% downloaded one to two tools/resources, while the same proportion have downloaded between three and five tools/resources. Relatively few (19%) downloaded more than this – 14% between six and nine, and 5% 10 or more tools and resources. Registrants were asked to focus on different tools or resources, not on multiple downloads of the same tool or resource.



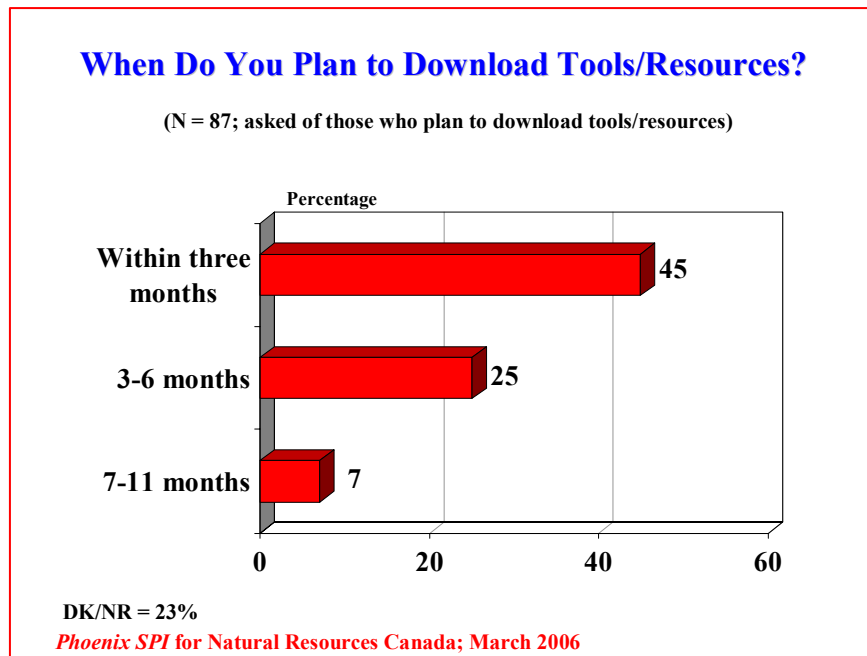
85% Plan to Download Tools or Resources in Future

The vast majority (85%) plan to download additional tools or resources in the future.



Most Plan to Download in Six Months or Less

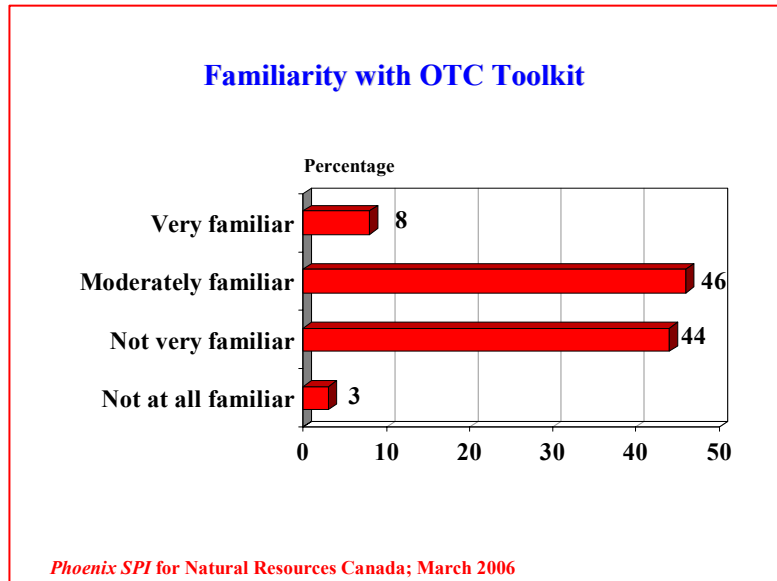
Among those who plan to download in the future (n = 87), most expect to do so within the next six months – 45% intend to download materials within the next three months, and one-quarter expect to do so three to six months from now. Conversely, 7% said they will likely download tools and resources in seven to 11 months.



Almost one-quarter (23%) were uncertain about when they would download additional tools and resources.

Moderate Level of Familiarity with OTC Toolkit Website

Just over half (54%) of the registrants said they were at least moderately familiar with the OTC Toolkit website and the range of tools and resources that are available at the site. However, only 8% claimed to be *very* familiar. Conversely, almost as many were not very (44%) or not at all (3%) familiar with the toolkit website and what it offers.

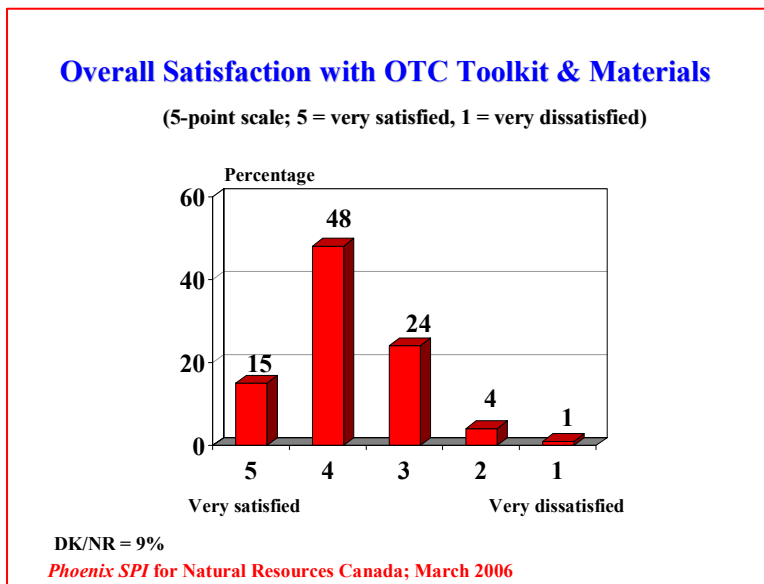


PERCEPTIONS OF OTC TOOLKIT WEBSITE

This section of the report presents registrant perceptions of the OTC Employee Awareness Toolkit website, including levels of satisfaction with the materials and with specific aspects of the website.

Majority Satisfied with OTC Toolkit & Materials

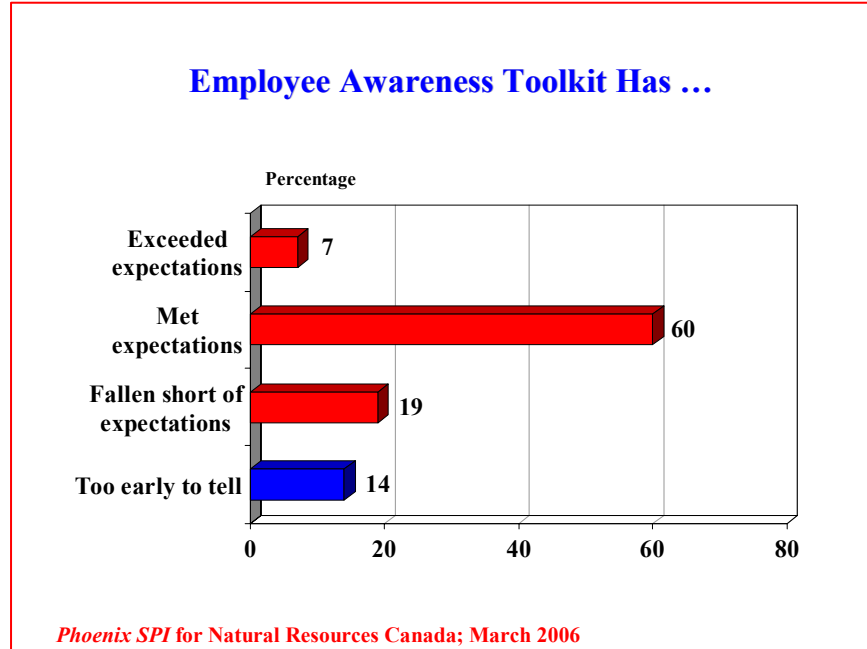
Nearly two-thirds (63%) of registrants expressed satisfaction with the quality of the OTC Toolkit and related tools and resources (using a 5-point scale: 1 = very dissatisfied; 5 = very satisfied). Satisfaction, however, tended to be moderate, with only 15% saying they were *very* satisfied. Almost one-quarter (24%) said they were neither satisfied nor dissatisfied. Few expressed any degree of dissatisfaction (5%).



Those who were dissatisfied with the Toolkit (n = 5) attributed this to the difficulty they experienced navigating the website, the lack of support or assistance available, technical problems encountered, and their perception that the tools and resources are difficult to use or simply not relevant to them.

Two-thirds Said OTC Toolkit Website Met or Exceeded Expectations

Satisfaction with the OTC Toolkit website was underscored by the fact that two-thirds of registrants said it met (60%) or exceeded (7%) their expectations. Conversely, one in five (19%) felt that it had fallen short of their expectations. A further 14% said that it is too early to tell.



The qualitative research reinforces this overall satisfaction with the OTC Toolkit website. Virtually all the participants indicated that the site measured up to their expectations. Registrants who were looking for energy conservation ideas to implement in the workplace were pleased to have found these tools and resources on the website. Others had hoped that by registering at the website they would be able to get their campaign started. For these registrants, their campaigns are in progress, so the site measured up to their expectations. Those registrants who were looking for a ready-made action plan to implement in the workplace found the blueprint and tools on the website to carry it out.

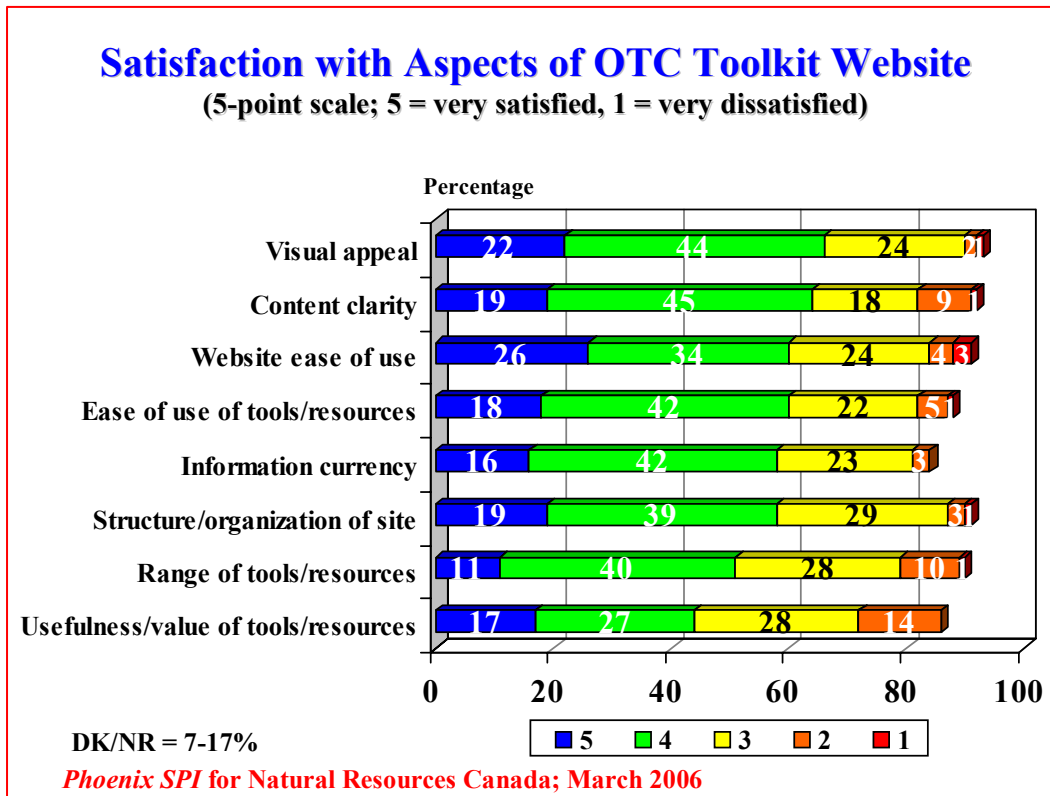
For a few registrants, the website did not fall short of expectations, but these individuals did offer suggestions to make the toolkit more useful. These included providing more information on the OTC goals, offering detailed explanations of tools to help users determine their usefulness and applicability, and giving the site its own domain to make access more intuitive. Some participants explained that they did not have any expectations when registering; as such, the site had no expectations to meet.

Moderate Levels of Satisfaction with Different Aspects of Website

Registrants were asked to assess their level of satisfaction with a number of aspects of the OTC Employee Awareness Toolkit website, using a 5-point scale. The aspects that were assessed included:

- The structure and organization of the website
- The ease of use of the website
- The range of tools and resources available
- The ease of use of the tools and resources
- The usefulness and value of the tools/resources to your organization
- The extent to which information is up-to-date
- The visual appeal of the website
- The clarity of the site content

With one exception, majorities offered positive assessments of all of these aspects of the website. In terms of intensity, however, satisfaction ratings were more likely to be mildly, not strongly positive (i.e. scores of 4, not 5). The aspects that received the highest satisfaction ratings were the visual appeal of the site (66%) and the clarity of its content (64%). Following this, similar numbers expressed satisfaction with the ease of use of the site (60%) and its tools and resources (60%), the extent to which the information is up-to-date (58%), and the structure and organization of the website (58%).



The aspects of the website that received the least positive assessments were the range of tools and resources available (51%) and their perceived usefulness and value to registrants' organizations (44%).

The level of non-response for these issues ranged from 7-17%, and was highest regarding the extent to which the information is up-to-date.

Virtually everyone who participated in an in-depth interview had a positive impression of the website, describing it as useful, easy to use, and visually appealing. Perceived strengths tended to relate to content and site navigation. Strengths in terms of *content* included the customizable tools, the practical tips, ideas and guidelines, the communications tools, the Greenhouse Gas (GHG) calculator, and the conciseness and completeness of the OTC information. In terms of *navigation*, strengths identified by registrants included ease of access to information, site organization and structure, and the availability of links or multiple approaches to take users where they need to go on the site.

While reactions were favourable overall, participants did identify areas they felt needed some improvement. A variety of perceived weaknesses were mentioned, but they largely related to accessibility and content relevance. Accessibility concerns included:

- Password-protection, which makes accessing the website cumbersome.
- Available file formats (i.e. MS Word not Corel WordPerfect).
- Downloadable tools/resources that are prohibited on some networks (unspecified).
- Lack of ability to preview tools in advance of downloading.
- Use of zip-locked image files; some networks prohibit these downloads.
- Online format because some employees might not have Internet access.

Turning to relevance, some participants pointed out that the site lacks any industry-specific or local content, and that the information focuses on cost-savings measures while ignoring those that employees themselves can implement (i.e. low or no-cost actions).

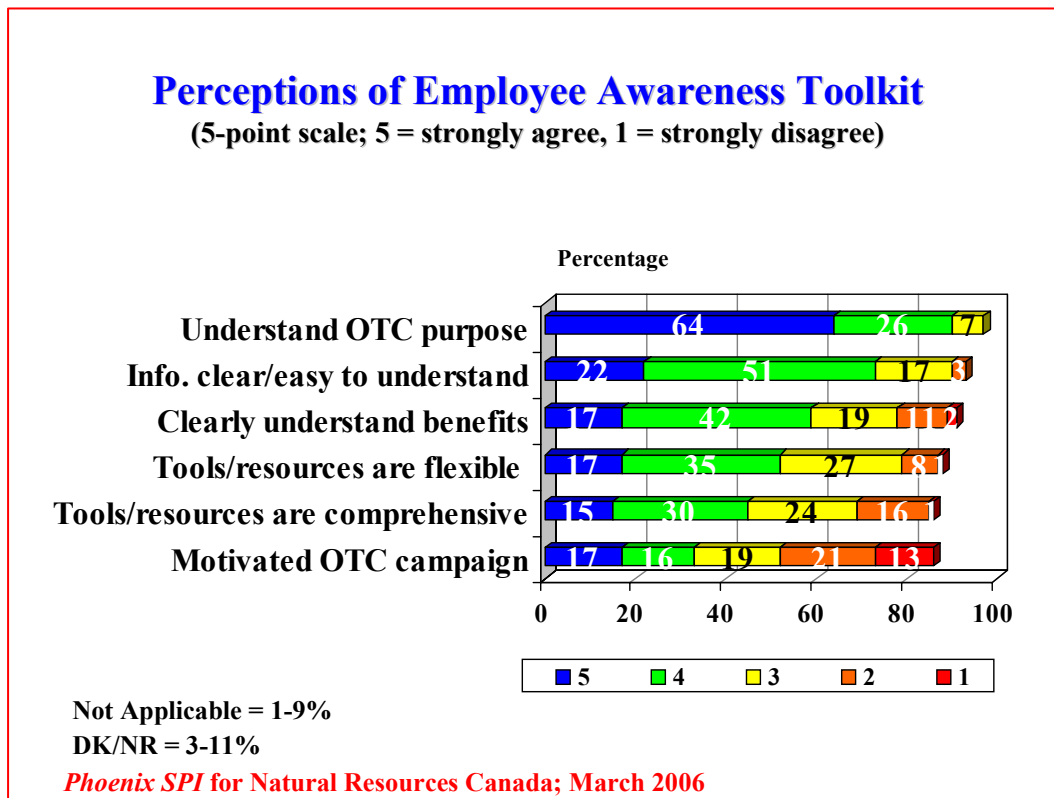
Other perceived weaknesses included the belief that the tools take a long time to use, especially during the work day (e.g. the GHG calculator has too many questions), that there should be more regarding recognition or incentives, and that the organization of the site is not streamlined (i.e. there are too many clicks required to get to the desired materials – the path to the tools and resources needs to be more direct). While most registrants appeared to like the structure of the site, for some it is not intuitive in its organization.

Varied Perceptions of OTC Toolkit Website

Registrants were asked to rate their level of agreement with the following statements, using a 5-point scale:

- I have a clear understanding of how the tools and resources can benefit my organization.
- The information on the website is clear and easy to understand.
- The tools/resources are comprehensive (i.e. provide everything needed for an OTC employee awareness campaign).
- The tools/resources are flexible and enable organizations to customize their employee awareness campaign.
- The information on the website motivated or encouraged our organization to launch an OTC employee awareness campaign.
- I understand the purpose of the One-Tonne Challenge and its relationship to climate change.

Perceptions of the OTC Toolkit website varied considerably. Virtually everyone (90%) agreed that they understand the OTC and its relationship to climate change, with nearly two-thirds (64%) *strongly* agreeing with the statement. A much smaller majority (73%) offered positive assessments of the website’s information, viewing it as clear and easy to understand (only 22% *strongly* agreed with this). Recall that 64% of registrants expressed satisfaction with the clarity of the site content.



Fewer respondents, but still over half, agreed that they have a clear understanding of how the tool and resources can benefit their organization (59%), and that the tools and resources are flexible and enable organizations to customize their employee awareness campaign (52%). Registrants who did not agree with these two statements were more likely to be neutral (19-27%) than to express disagreement (9-13%).

In the other two areas, perceptions tended to be more divided. In total, 45% agreed that the tools and resources are comprehensive (17% disagreed). Opinion was sharply divided when assessing whether the information motivated or encouraged their organization to launch an OTC employee awareness campaign (33% agree vs. 34% disagree).

Those who did not rate each statement indicated that they were uncertain (3-11%) or that the statement did not apply to them (1-9%).

Registrants who strongly disagreed with any of the statements were asked to identify the reasons why, including problems they may have encountered. None of these respondents chose to exercise this option.

Registrants offered mainly positive feedback on the overall usefulness of the tools and resources available on the website. To the extent that the site has helped registrants achieve their goals related to energy awareness and the workplace, they attributed value to the OTC Toolkit. That is, they linked the value of the Toolkit to their access to ready-made tools that help them achieve their energy efficiency goals.

AWARENESS & USE OF SPECIFIC TOOLS AND RESOURCES

This section describes registrants' awareness and use of the specific tools and resources available on the website.

Varied Levels of Awareness & Use of Specific Tools & Resources

Respondents' awareness and use of the specific tools and resources that can be found on the website varied considerably. That said, there was relatively high awareness for many of the tools. The large majority were aware of the Downloadable Posters (85%), Activities and Tips sheets (76%), Frequently Asked Questions [FAQs] (75%), and Free Publications Order Form (73%). Similar and substantial numbers reported knowing about the Sample Articles Announcing Challenge/Success Stories (69%), Sample Campaign Work Plan (67%), Climate Change Quiz (66%), and links to OEE resources (64%).

Awareness & Use of Tools/Resources

Tools/Resources	% Aware	% Used	% Gap
Downloadable Posters	85	53	-32
Activities and Tips	76	60	-16
FAQs	75	42	-33
Free Publications Order Form	73	49	-24
Sample Articles/Success Stories	69	35	-34
Sample Campaign Work Plan	67	32	-35
Climate Change Quiz	66	49	-17
Resources from OEE website	64	46	-18
Home Energy Reduction Chart	62	45	-17
Sample Campaign (e.g. tire pressure clinic)	62	27	-35
PowerPoint Presentations	60	45	-15
Sample Emails/Templates	59	34	-25
GHG Calculator	58	52	-6
Downloadable Photos/Images	57	49	-8
Media Relations Tools/Templates	52	25	-27
Climate Change Glossary	50	41	-9
Reporting Template	48	25	-23
Employee Recognition Certificate	47	19	-28

Phoenix SPI for Natural Resources Canada; March 2006

Many were also aware of the Sample Campaign Work Plan (67%), the Sample Campaign (62%), the PowerPoint Presentations (60%), the Sample Emails and Templates (59%), the GHG Calculator (58%), and the Downloadable Photos and Images (57%).

Approximately half or slightly less were aware of the Media Relations Tools and Templates (52%), Climate Change Glossary (50%), Reporting Template/OTC Employee Awareness Report (48%), and Employee Recognition Certification (47%).

With a few exceptions, use of these same tools and resources followed a pattern similar to the awareness levels, although usage was noticeably lower. Heading the list in terms of the tools and resources used by registrants was the Activities and Tips sheets (61%). Following this, 53% used the Posters and 52% the GHG calculator. While the Activities and Tips sheets and the Posters topped the list in terms of awareness, the GHG Calculator was among the tools that respondents were least likely to know were available on the site.

Nearly half the registrants used the Free Publications Order Form (49%), Climate Change Quiz (49%), and Downloadable Photos and Images (49%). The latter is one of the most-used resources, but like the GHG Calculator, it was among the materials with the lowest levels of reported awareness.

Similar numbers used the links to OEE resources (46%), Home Energy Reduction Chart (45%), PowerPoint Presentations (45%), FAQs (42%), and Climate Change Glossary (41%). Approximately one-third each said they had used the Sample Articles and Success Stories (35%), Sample Email and Templates (34%), and Sample Campaign Work Plan (32%). Notably, the Sample Articles and Campaign Work Plan were among the tools with higher awareness ratings.

Smaller numbers have used the Sample Campaign (27%), Media Relations Tools (25%), OTC reporting template (25%), and Employee Recognition Certificate (19%). The two tools that registrants were the least likely to be aware of – the reporting template and the certification – are the ones that the fewest number of registrants have tried to use.

With just a few exceptions, all in-depth interview participants had downloaded tools and resources from the website. In terms of actual usage, most of these registrants have used at least a few tools and resources, while some have used most, if not all, of them. The types of tools that registrants specifically mentioned as having used included the Downloadable Posters, Activities and Tips sheets, Media Relations materials, PowerPoint Presentations, GHG calculator, Free Publications Order Form, Sample Content, and Free Images.

Widespread Satisfaction with Tools & Resources Used

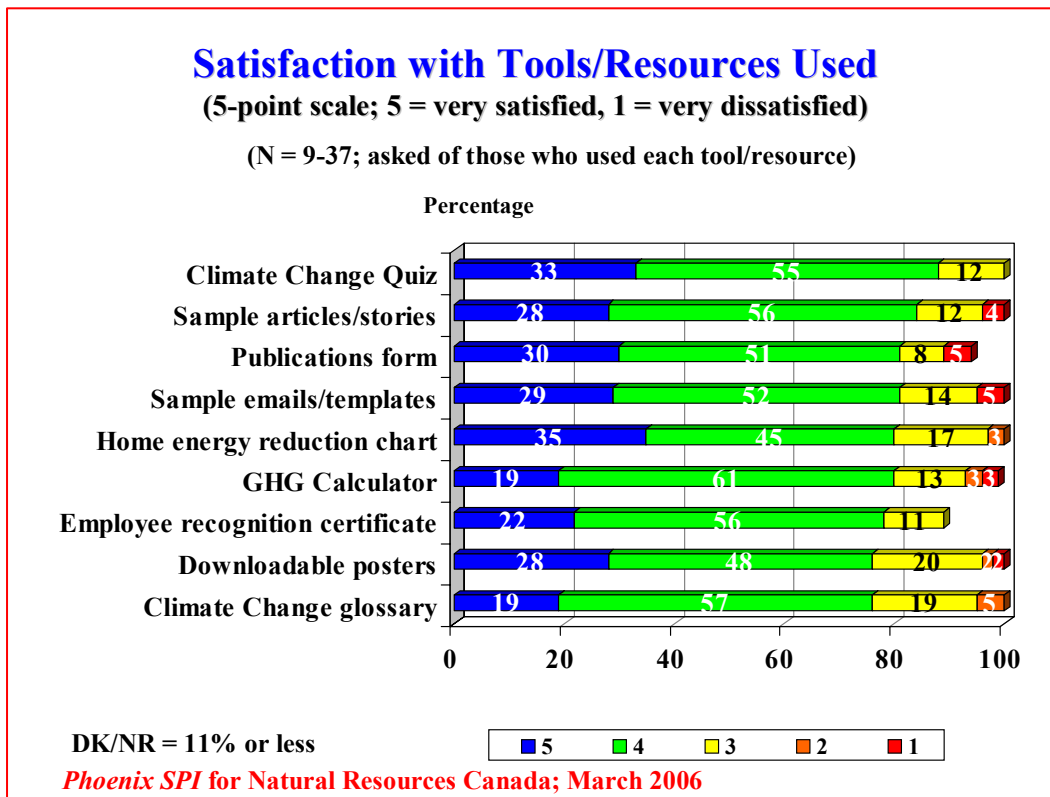
Registrants who had used these tools and resources (n = 9-47, depending on the specific tool or resource) were asked to rate their level of satisfaction with each item that was used (using a 5-point scale). Satisfaction was relatively widespread and strong (61-88%).

The tool that registrants were most satisfied with was the Climate Change Quiz. Fully 88% expressed satisfaction with the quiz, while the rest (12%) were neutral, neither satisfied nor dissatisfied. Following this, 84% were satisfied with the Sample Articles and Success Stories. Similar and substantial numbers (78-81%) expressed satisfaction with the Publications Order Form, Sample Emails and Templates, Home Energy Reduction Chart, GHG Calculator, and Employee Recognition Certification. For each of these items, as well as all of the rest, satisfaction tended to be moderate, not strong (i.e. scores of 4, not 5).

Approximately three-quarters of surveyed registrants were satisfied with the Downloadable Posters (76%), Climate Change Glossary (76%), Activities and Tips sheets (76%), FAQs (76%), and Reporting Template (75%). Those who were not satisfied with these tools and resources were more likely to be neutral than to express dissatisfaction.

Strong majorities also expressed satisfaction with the Downloadable Photos and Images (72%), Sample Campaign (71%), and the resources accessible through links to the OEE website (70%). Approximately two-thirds of respondents were satisfied with the Sample Campaign Work Plan (69%) and PowerPoint Presentations (68%). Once again, most of the rest were more likely to be neutral than to express dissatisfaction (23-29% vs. 4-5%).

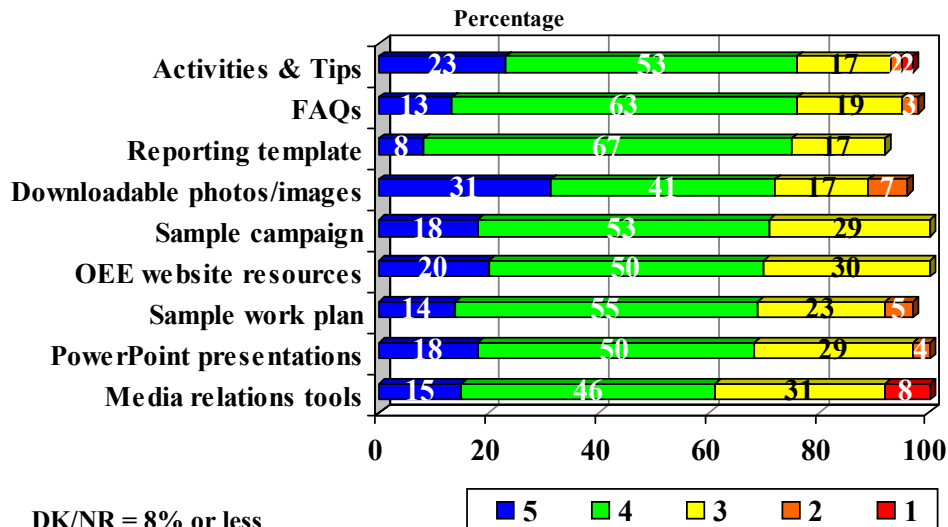
The resource that received the lowest satisfaction rating was the Media Relations Tools and Templates. Sixty-one percent of registrants were satisfied (only 15% were *very* satisfied). Conversely, 8% expressed some degree of dissatisfaction.



Satisfaction with Tools/Resources Used (Cont'd)

(5-point scale; 5 = very satisfied, 1 = very dissatisfied)

(N = 12-47; asked of those who used each tool/resource)



Phoenix SPI for Natural Resources Canada; March 2006

In-depth interview participants were largely satisfied with the tools and resources they have used to date. They found them to be easy to use, full of good content, and straightforward to customize. This did not prevent registrants from identifying areas to address to improve the overall value of specific tools or resources. Feedback included:

GHG calculator:

- Place more emphasis on saving the results. The calculator does not save input as the user moves through the screens. If users do not click 'save', the results are not recorded. For those tasked with monitoring the progress of their campaign, this makes it difficult to properly aggregate results.
- Some felt that the calculator was too complex and required too much time to complete. As such, this was seen to prohibit or impede use. If employees find it inconvenient to complete the calculator, it is difficult to accurately track campaign progress. One person tried offering prizes to encourage employees to fill out the calculator.

PowerPoint Presentations:

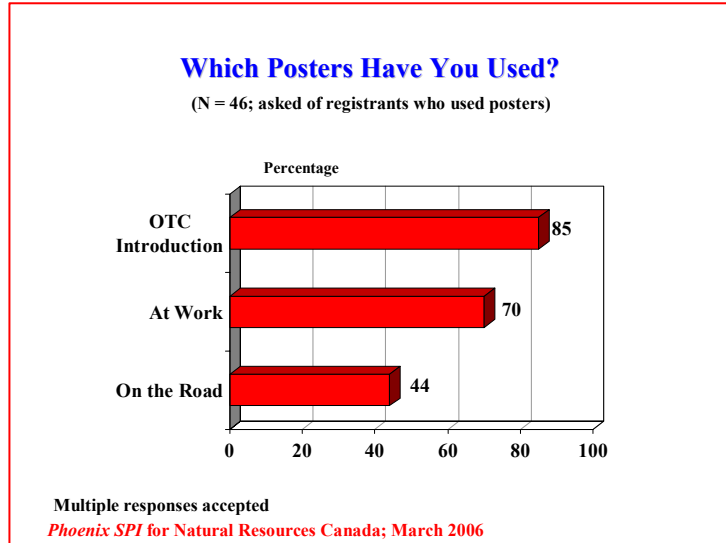
- The management and employee presentations are very 'Canadian' in their branding. For an organization with offices outside of Canada, the presentations need to be more universal to be really useful.

Posters:

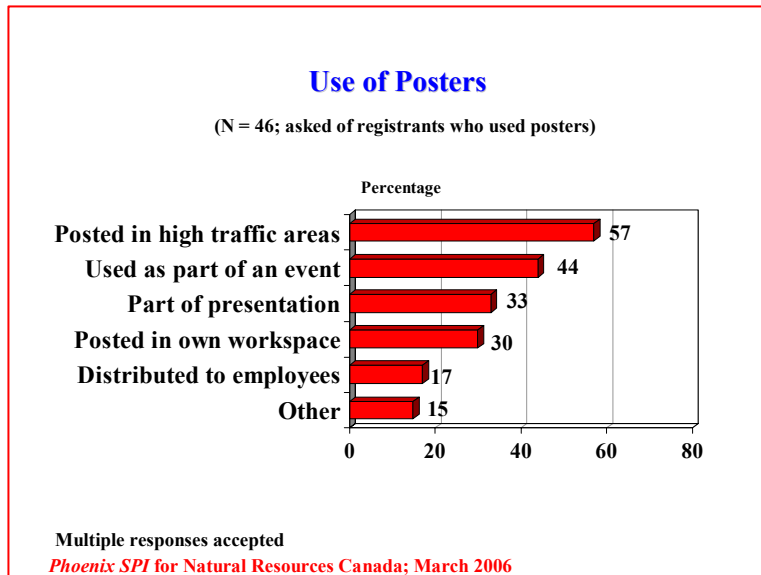
- The resolution of the posters declines when they are made larger. The print quality is seen to be poor and the text blurs when registrants try to print them on paper stock larger than legal size.

Use & Perceptions of Downloadable Posters

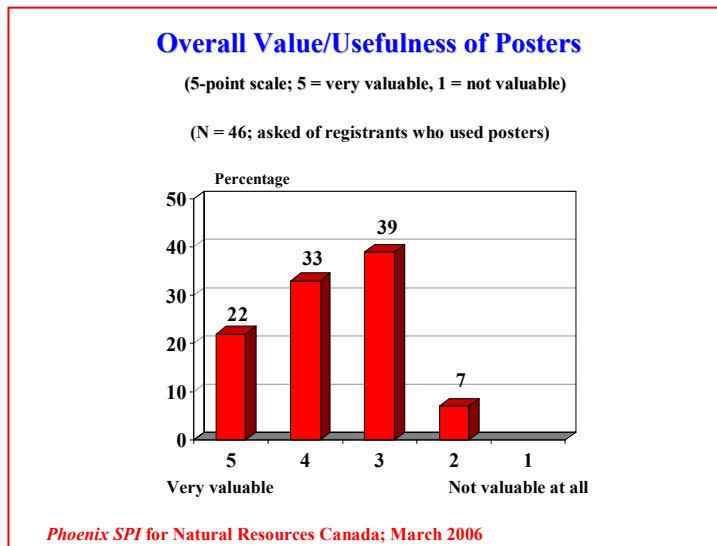
Registrants who used the Downloadable Posters (n = 46) were asked a series of questions about this resource. In terms of the different themes, most have used the Introduction to The One-Tonne Challenge (85%) and At Work (70%) posters. Less than half (44%) said they have used the On the Road poster.



A variety of uses for the posters were reported by respondents. Topping the list, and cited considerably more often than anything else, was posting them in high-traffic areas (57%). Smaller numbers said they used the posters as part of an event (44%) or presentation (33%), or to post in their own workspace (30%). Less than one in five (17%) distributed the posters to employees. Other uses included distributing them to local area businesses and using them to involve another workplace in the OTC.



The majority (55%) attributed overall value or usefulness to the posters in terms of raising awareness of and generating interest in the OTC. Among the rest, 39% did not feel strongly one way or the other, while relatively few (7%) felt the posters were not valuable or useful.

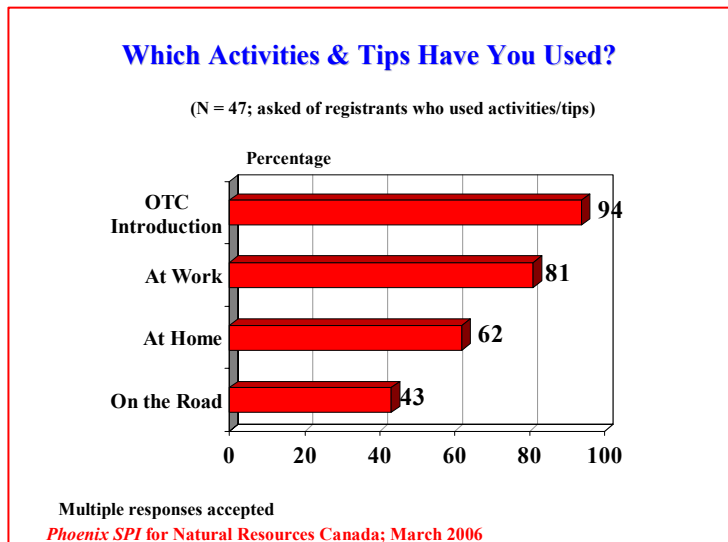


In-depth interview participants tended to use the Posters for presentations and events. This resource made setting up displays quick and easy for some. It was the ready-made, off-the-shelf aspect of this resource that seemed to appeal to many registrants.

Use & Perceptions of Activities & Tips Sheets

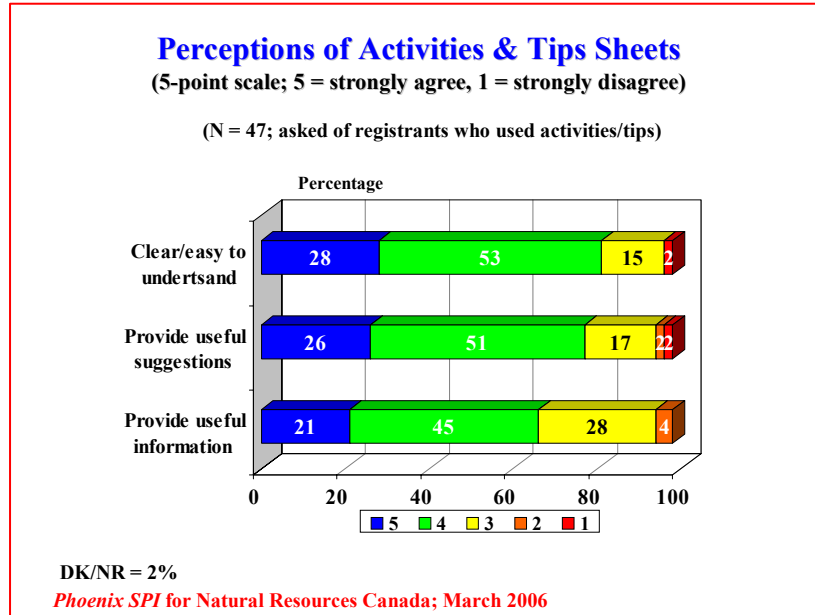
Registrants who used the Activities and Tips sheets (n = 47) were asked a series of questions about this resource.

In terms of the different themes, virtually everyone had used the OTC Introduction (94%). Four-in-five (81%) said they had used the At Work materials, while somewhat less (62%) had used the At Home sheets. Four-in-ten (43%) have had the opportunity to use the On the Road sheets.

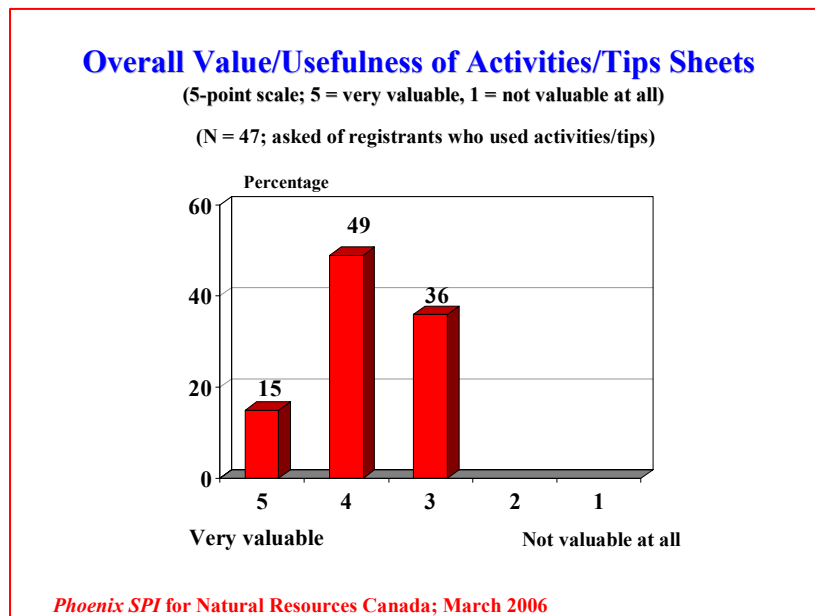


Note that the OTC Introduction and At Work themes are the most likely to have been used, whether as posters or Activities and Tips sheets, by registrants.

Perceptions of the Activities and Tips sheets were positive. Fully 81% agreed that they are clear and easy to understand (28% agreed *strongly*), while 77% felt they provide useful suggestions (26% agreed *strongly*). Exactly two-thirds agreed that the sheets provide useful information. For each area, agreement was more likely to be moderate than strong. Virtually no-one disagreed with any of the statements (2-4%).

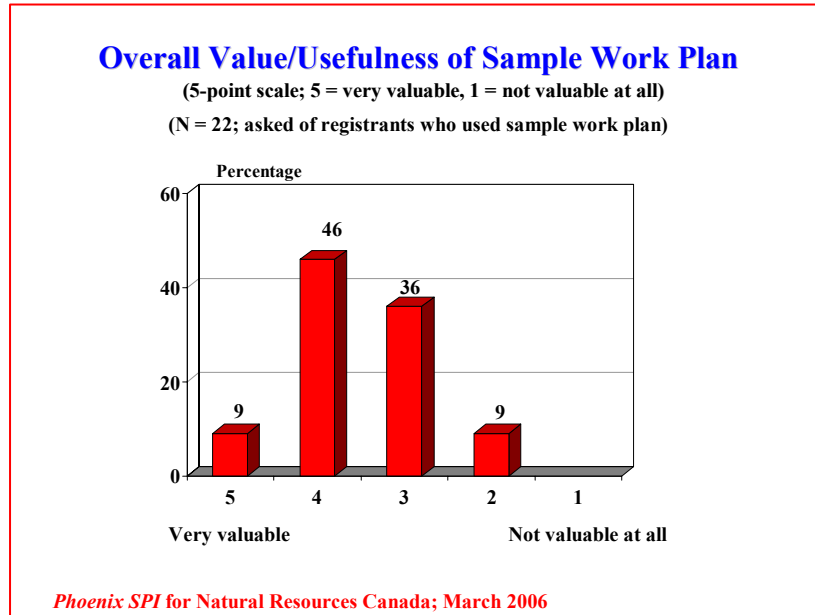


Given the relatively widespread use of the Activities and Tips sheets, and the positive assessments of them, it should come as no surprise that almost two-thirds (64%) of registrants attributed overall value to the sheets.



Majority Attribute Value to Sample Work Plan

Fifty-five percent of registrants who used the Sample Work Plan (n = 22) attributed value to this tool as a model for planning and carrying out an employee awareness campaign. That said, relatively few (9%) viewed it as *very* valuable. Among the rest, 36% were in between, while 9% felt that it was not valuable.

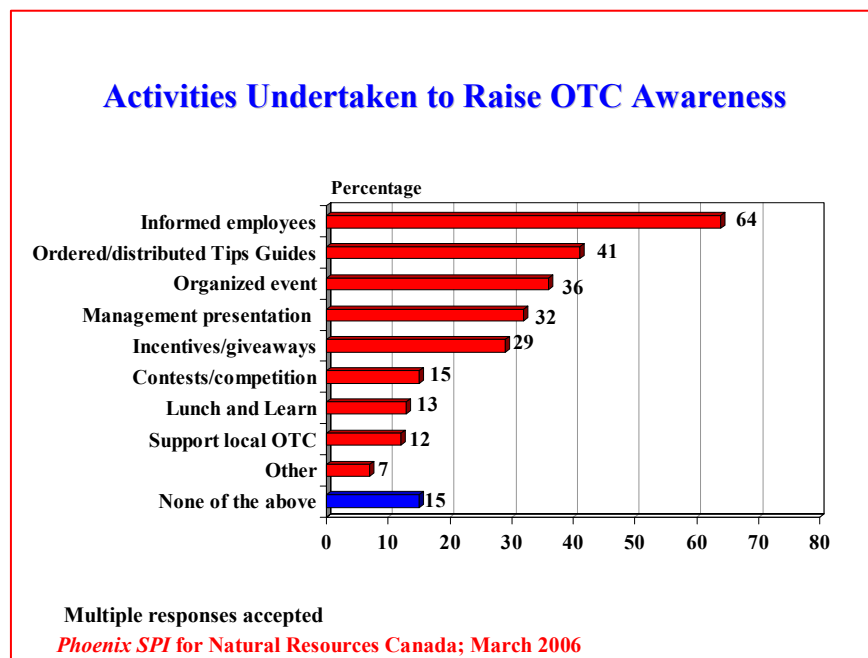


EMPLOYEE AWARENESS ACTIVITIES & CAMPAIGN

This section describes the activities undertaken by registrants to raise employee awareness, including whether a campaign has been conducted and which elements have been implemented.

Most Informed Employees About OTC, Other Activities Undertaken Less Often

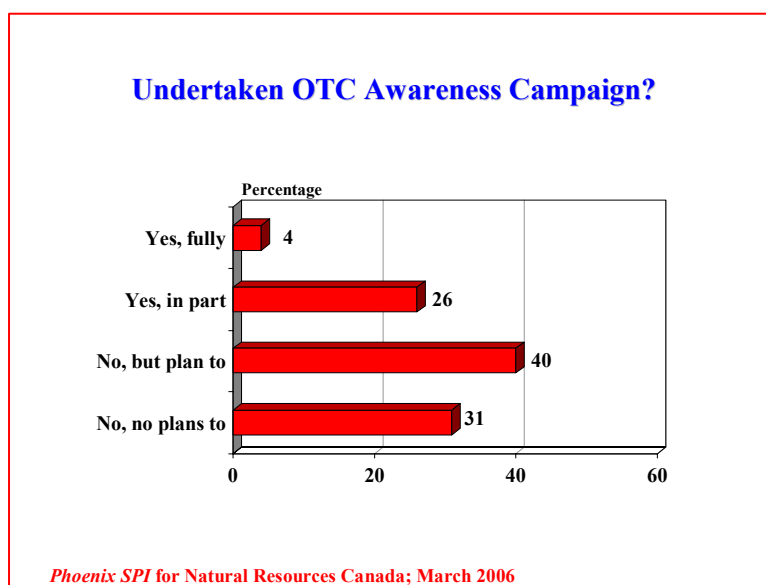
Almost two-thirds of surveyed registrants (64%) have informed employees about the OTC or publicized it within their organization. Smaller numbers have undertaken activities to raise awareness of and interest in the OTC among employees. In total, 41% ordered and/or distributed the OTC Tips Guides, 36% organized an event, 32% gave a presentation to management, and 29% have used incentives or giveaways to raise OTC awareness.



As well, some registrants said their awareness-raising activities included contests and friendly competitions within their organization (15%), ‘lunch and learn’ sessions (13%), and support of the local OTC Community Challenge (12%).

Almost One-Third Have Undertaken Awareness Campaign in Full or in Part

Slightly less than one-third of surveyed registrants (30%) have committed to or have undertaken an employee awareness campaign – 26% have done so in part and 4% fully. The clear majority (71%) have not undertaken a campaign, although 40% of these respondents indicated that they plan to in the future. Looking at this from a different perspective, more than two-thirds of registrants have already undertaken or intend to undertake a campaign.



Respondents were presented with the following description before answering this question:

One of the main goals of the OTC Employee Awareness Toolkit is to encourage organizations to implement an employee awareness campaign. A full and complete employee awareness campaign would include a commitment to the following elements that could make organizations eligible to receive GoC recognition:

- Submit an Employee Awareness Work Plan to GoC.
- Commit to undertaking employee awareness activities for a period of one year.
- Conduct 2-3 awareness-raising events over the course of the one-year campaign.
- Undertake communications messaging at least once a month (e.g. reminders, reinforcing messages).
- Report back to GoC using the reporting template.

Few in-depth interview participants have undertaken an employee awareness campaign – either a full or partial campaign. In terms of the types of activities conducted, registrants tended to focus on staging events around the themes of the challenge: at work, on the road, and at home.

Awareness-raising activities included theme-specific days in the workplace, such as car pool day, energy day, and biking day. Other activities undertaken by these registrants included ‘Lunch and Learn’ sessions on topics of relevance – hybrid car technology, EnerGuide for houses, organized carpool programs, a bike raffle to promote alternative transportation, a vehicle emissions testing event, displays and information booths, and the distribution of informational emails, newsletters and other materials (e.g. weekly tips, notices and flyers).

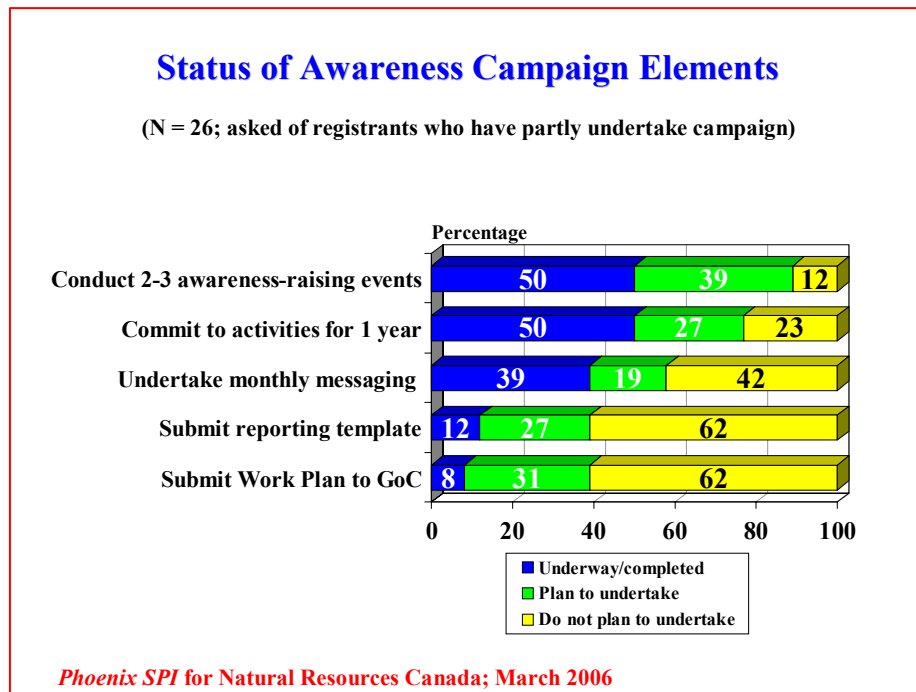
A few of these registrants mentioned that, in addition to the activities and events, they encourage and monitor employee use of the GHG Calculator.

Status of Employee Awareness Campaign Elements

Respondents who have committed to or undertaken a full (n = 4) or partial (n = 26) campaign were asked to indicate the status of the various elements of their campaign. Turning first to registrants who have undertaken a full campaign:

- Three (3) respondents have the following underway or completed – commit to activities for one year, conduct 2-3 awareness-raising events, and undertake communications messaging. One registrant indicated that his/her organization has plans to undertake these elements.
- Two (2) respondents have the following underway or completed – submit a work plan and report back to the GoC using the reporting template. The other two respondents have plans to undertake both of these elements.

Among those who have undertaken a partial campaign, exactly half are conducting or have completed the awareness-raising events and their one-year commitment to awareness activities. An additional 39% plan to conduct awareness events, and 27% to take on the one-year commitment. In total, therefore, 89% have or intend to conduct these events and 77% commit to undertaking activities for one year.

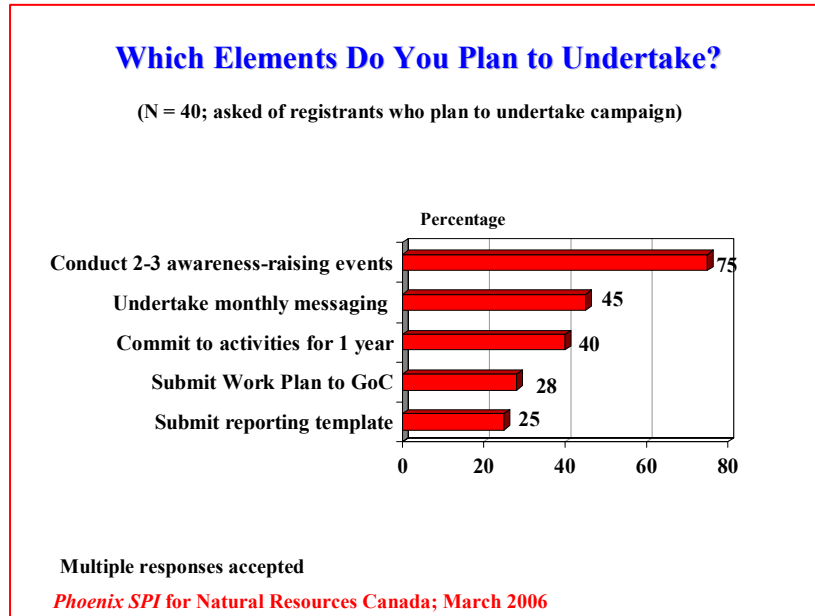


More than half have completed (39%) or plan to undertake (19%) monthly messaging. Conversely, 42% do not plan to undertake this element of a campaign.

Notably, the majority of these registrants (62%) do not plan to submit a reporting template or work plan to the Government of Canada.

Awareness Activities – Most Likely to be Completed by Those *Planning* Campaign

Registrants who plan to undertake an employee awareness campaign (n = 40) were asked to indicate which elements they intend to complete. By a wide margin, these registrants were mostly likely to point to awareness-raising events. Exactly three-quarters said they plan to conduct 2-3 awareness-raising events over the course of their campaign. This was followed, at a distance, by monthly messaging (45%) and a one-year commitment to campaign activities (40%).



Compared to the other campaign elements, relatively few intend to submit a work plan (28%) or a reporting template (25%) to the Government of Canada. These findings are consistent with those who have undertaken their campaign in full or in part. Registrants appear to attribute little value to these elements or perhaps they are resistant to the idea of reporting to the Government of Canada.

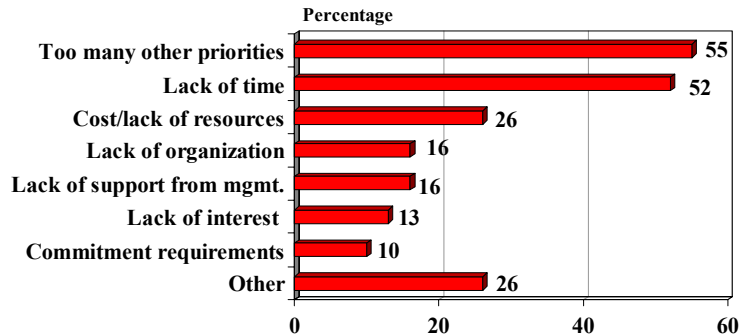
Too Many Priorities, Lack of Time – Top Reasons for Not Undertaking Campaign

Those who do not plan to undertake an employee awareness campaign (n = 30) attributed their lack of action or engagement to the fact that there are too many other competing priorities within the organization (55%) and a lack of time (52%). These two reasons were cited at least twice as often as any other. Following this, respondents pointed to cost and lack of resources (26%), lack of organization (16%), lack of support from management (16%), and lack of interest (13%) to explain why their organization will not commit to a campaign. A further 10% identified the commitment requirements as their reason for not undertaking an awareness campaign.

Reason in the ‘other’ category include that the organization has undertaken an energy conservation employee awareness campaign, but not an OTC campaign specifically, that the organization promotes the OTC in the community, and that the organization currently is working on making their properties more energy efficient through another program.

Reasons for Not Undertaking Campaign

(N = 30; asked of registrants who do not plan to undertake campaign)



Multiple responses accepted

Phoenix SPI for Natural Resources Canada; March 2006

Registrants who participated in in-depth interviews pointed to time and organizational priorities as the main reasons for not undertaking a campaign. For some people, energy awareness promotion is a responsibility on top of their work-related duties or a role they fill on only a voluntary basis. While they clearly appreciate that the OTC Toolkit is practical in focus and provides customizable tools, time was still the key factor prohibiting them from starting a campaign. Without adequate time and internal support or resources, starting a campaign was seen to be too onerous.

Aside from lack of time, logistical concerns and employee indifference were raised by a few registrants. If an organization is too large and decentralized, it is difficult to effectively introduce an employee campaign. Undertaking this type of initiative would require too much coordination with the different departments to make it feasible. In terms of the latter, one registrant felt that employees were too apathetic – since they do not pay for company utilities, they have no incentive to conserve. Other barriers identified by registrants included lack of knowledge of environmental issues and different corporate philanthropic focus.

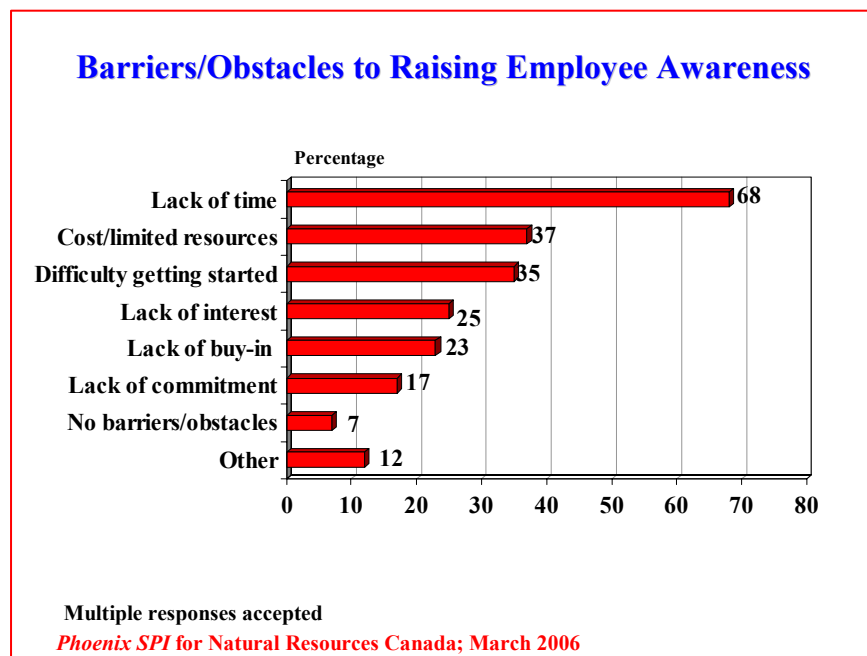
A number of suggestions to encourage organizations to launch employee awareness campaigns were offered by these registrants:

- Have a local NRCan representative come and speak to senior management to discuss the benefits and to offer ideas on how to start a campaign.
- Government needs to foster a sense of corporate and civic duty; an authoritative message from government might encourage a commitment.
- Confirmation from the Government of Canada that the OTC will continue to be a priority.
- Create and distribute OTC Toolkit resources and materials directly to businesses so that it requires less effort to obtain the materials.

- Consider offering incentives, such as bonuses for achieving goals outlined in the Toolkit.
- Try gearing the OTC Toolkit toward small businesses. Campaign guidelines were seen to be difficult to work with for a small business.

Lack of Time – Main Barrier to Raising Employee Awareness

Lack of time headed the list of perceived barriers or obstacles to raising employee awareness of and interest in the OTC. Approximately two-thirds of surveyed registrants (68%) identified this as an obstacle. This is not surprising given that lack of time was among the top two reasons identified for not undertaking a campaign. Smaller numbers cited cost and limited resources (37%) and the difficulty involved with getting started (35%) as barriers to raising employee awareness.



Beyond time and resources, others mentioned a lack of interest (25%), buy-in from management (23%), and commitment (17%). Included in the other category are that they lack money and time to do a proper follow through of employee behaviour change, that it is difficult to get started, that there is no recognition of efforts or benefit of doing so, and that there are too few staff at each location.

Seven percent felt that there are no barriers to raising awareness among employees in their organization.

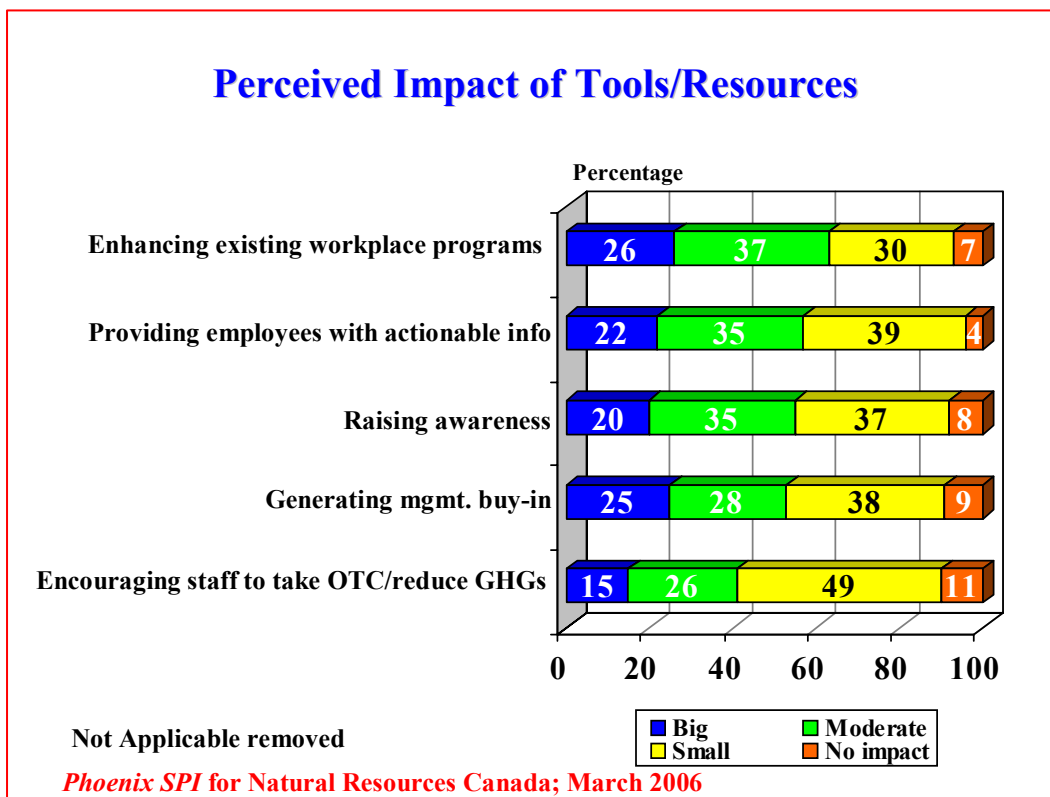
PERFORMANCE MEASUREMENT

This section presents registrant perceptions of the impact of the OTC Toolkit website tools and resources, as well issues related to the reporting element of an employee awareness campaign, including suggestions to encourage report submissions.

Mixed Views on Impact of Tools & Resources in Various Areas

Registrants were asked to characterize the impact of the tools and resources that they have used in each of the following areas:

- Raising awareness of the OTC among employees.
- Providing employees with information they need to take action on reducing greenhouse gas emissions.
- Encouraging/motivating employees to take the OTC/reduce GHG emissions.
- Generating buy-in from management for an employee awareness program.
- Enhancing existing social responsibility and/or environmental programs that the organization already has in place.



With one exception, a majority of registrants felt that the OTC tools and resources have had at least a moderate impact in each area. The greatest impact has been in the area of enhancing existing workplace programs, with 63% indicating that the tools and resources have had a big or moderate impact. Slightly less, but still majorities, believe that the Toolkit resources have provided employees with information to take action on reducing GHG emissions (57%), raised employee awareness of the OTC (55%), and generated buy-

in from management (53%). Relatively few (4-9%) attributed no impact to the tools and resources in any of these areas.

Assessments of the impact of OTC Toolkit in terms of encouraging employees to take the OTC and to reduce GHG emissions were less positive. Only 41% agreed that the tools and resources have had at least a moderate impact in this area, while slightly more (49%) felt that the impact has only been small, while an additional 11% attributed no impact at all to the Toolkit in this area.

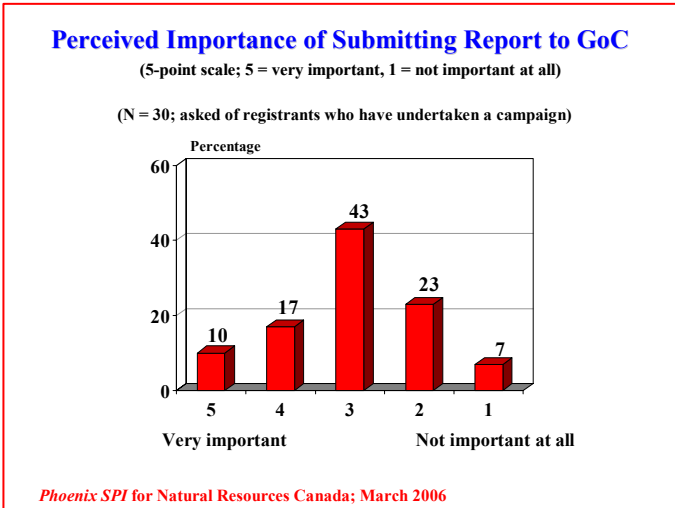
Interview participants were asked to consider what criteria should be used to determine or measure the success an employee awareness campaign. Those who offered measurement criteria suggested using the following: website hits, campaign participation levels, number of employees attending sessions, number of pledge cards received, or GHG calculator usage. These suggestions focused on quantifying employee participation in aspects of the campaign. The underlying assumption is that success should be measured by volume – i.e. the more employees that take part, the more successful a campaign.

Other registrants felt that success should be measured in terms of attitudinal and behaviour changes in employees. As one registrant suggested, employee awareness levels could be surveyed pre- and post-campaign to determine what change, if any, has been the result of the campaign. Someone else thought that following up with employees in the future to see if they have continued with their energy conservation behaviours would be a good way to assess behaviour change.

Additional criteria identified included measuring overall GHG reductions and monitoring energy savings resulting from campaign actions. By these measures, a successful is campaign would be one that results in energy reductions and/or cost-savings for the organization.

Divided View of Importance of Reporting to Government

Registrants were divided over whether completing and submitting the reporting template to the GoC is an important part of an OTC employee awareness campaign. Approximately one-quarter (27%) attributed importance to this element of the campaign. Conversely, slightly more (30%) felt that submitting template is not important. The remainder (43%), the largest single proportion of registrants, were indifferent and did not feel strongly one way or the other.



Recall that submitting the reporting template to the federal government was the element that those who had undertaken a campaign (in full or in part), or who said they plan to do so, were the most likely to not complete or to have no plans to complete.

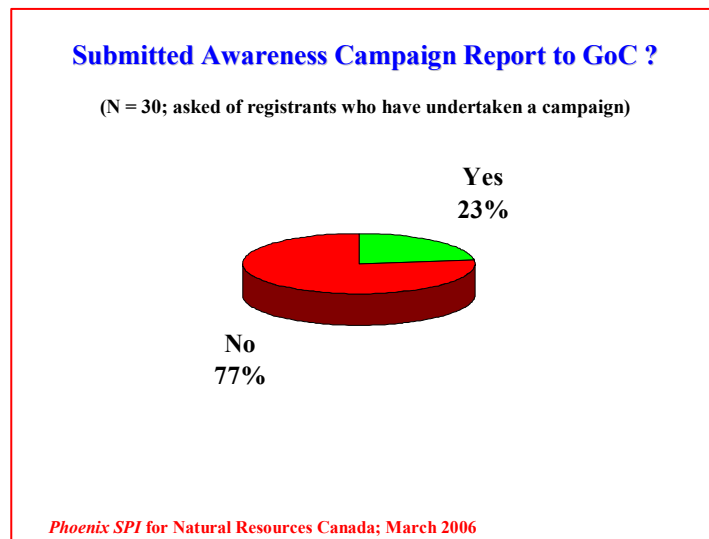
Interview participants offered mixed feedback in terms of the importance of submitting a reporting template to the government. While some registrants felt that this is an important campaign element, just as many did not believe this to be the case.

Those who attributed importance to reporting felt that this is necessary in order for their organization to gauge the success of their campaign. Others did not see the reporting to be of direct benefit to their organization, but acknowledged that it would be important to the government. Reporting presents the only mechanism for government to track reductions in order to measure the impact of the program.

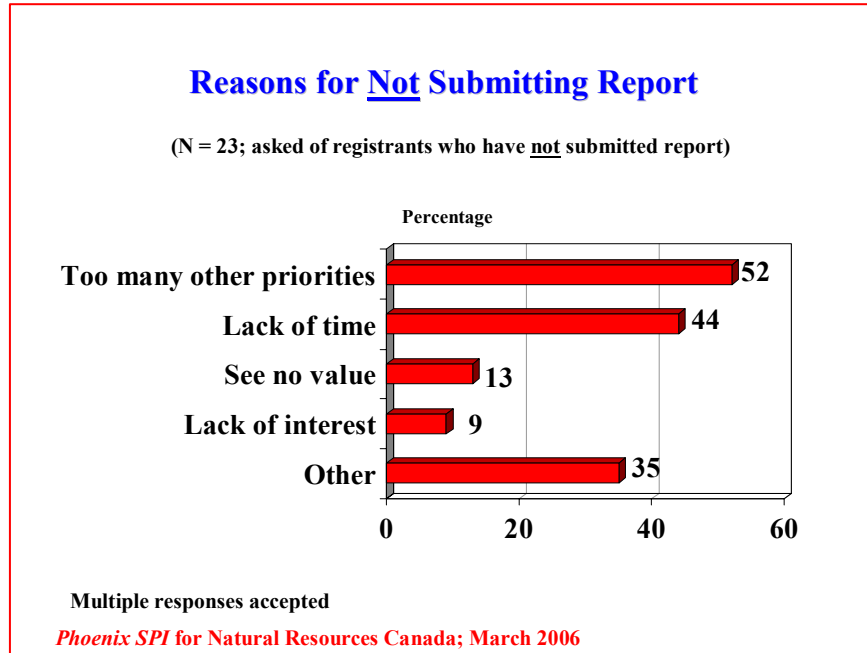
Those who thought reporting was not important tended to point to the fact that the OTC is just a small part of their workplace responsibilities. The burden of completing a 10-page report was not seen to have any benefit or value to their organizations. In addition to the time involved in completing a report, one registrant explained that this aspect of the campaign might actually discourage organizations from taking part. Submitting results to the government might make them vulnerable to scrutiny and perhaps charges that they are not doing enough to address climate change. Another participant said that they would be happy to submit a report, but are not convinced that the government will use the data in a meaningful way. From this person's perspective, if the government did not intend to follow up on the feedback, the time investment to fill out a report was not worth it.

Few Submitted Campaign Report: Time, Priorities Main Reasons Why Not

Nearly one-quarter (23%) of registrants who have undertaken an employee awareness campaign in full or in part (n = 30) said that their organization has submitted a report to the Government of Canada. Most (77%) have not.



Registrants that have not submitted a campaign report (n = 23) pointed to the fact that there are too many other priorities (52%) and that they lack the time (44%) when asked to explain why they have not done this. It is worth noting that these are the same top reasons cited by registrants who do not plan to undertake a campaign to explain their lack of action.



Other reasons for not submitting a report were mentioned with much less frequency, and included seeing no value in this element of the campaign (13%) and a general lack of interest (9%). The types of reasons included in the ‘other’ category are not being tasked with submitting the report, not knowing that this reporting was part of the program, and the fact that campaign was in progress or not yet started.

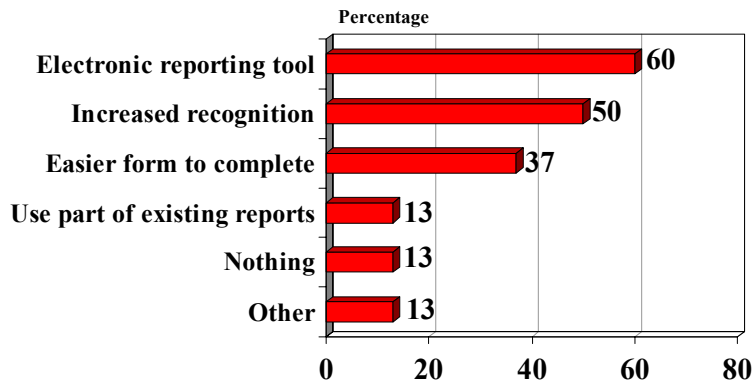
Consistent with the survey findings, hardly any of the in-depth interview participants said their organization had submitted a report on their campaign. The few that had completed a report felt that it was easy to do.

Suggestions to Encourage Report Submission – Make it Easier, Provide Recognition

Registrants pointed to two things, above anything else, that could be done to encourage their organization to submit or keep submitting a report to the Government of Canada – introduce an electronic reporting tool (60%) and help to increase the recognition that organizations receive for their campaign achievements (50%).

Suggestions to Encourage Report Submission

(N = 30; asked of registrants who have undertaken a campaign)



Multiple responses accepted

Phoenix SPI for Natural Resources Canada; March 2006

Other suggestions to encourage organizations to submit a report were to make the form easier to complete (37%) and to use part of an existing report submitted to another organization (e.g. ISO 14001, Canadian Standards Council) (13%). Included in the other category are encouragement from management, incentives or rewards, and increased funding (to off-set the fact that reporting is time-consuming).

Thirteen percent said that nothing can be done to encourage their organization to submit a report.

The views of interviewed registrants tend to echo those of survey respondents. To the extent that submitting a campaign report requires time and effort, registrants tended to identify things that would make this process easier or motivate them to do it. Suggestions included adding a function to the website to permit online reporting through a feedback form (this was seen as less time-consuming than completing a report), sending an email to remind registrants to complete a report (a few were not aware of the reporting template), demonstrating the benefit to organizations of taking time to complete and submit a report, and offering some form of incentive as a motivator, such as public recognition of an organization's achievements.

A few others suggested that organizations might not want to take the time to report their lack of success (if this is the case) or to provide results that would have them compare poorly to other organizations. One registrant felt that the government needs to regulate reporting if they want it to happen. With too many competing priorities, voluntary compliance was not seen to be effective.

FUTURE DIRECTIONS

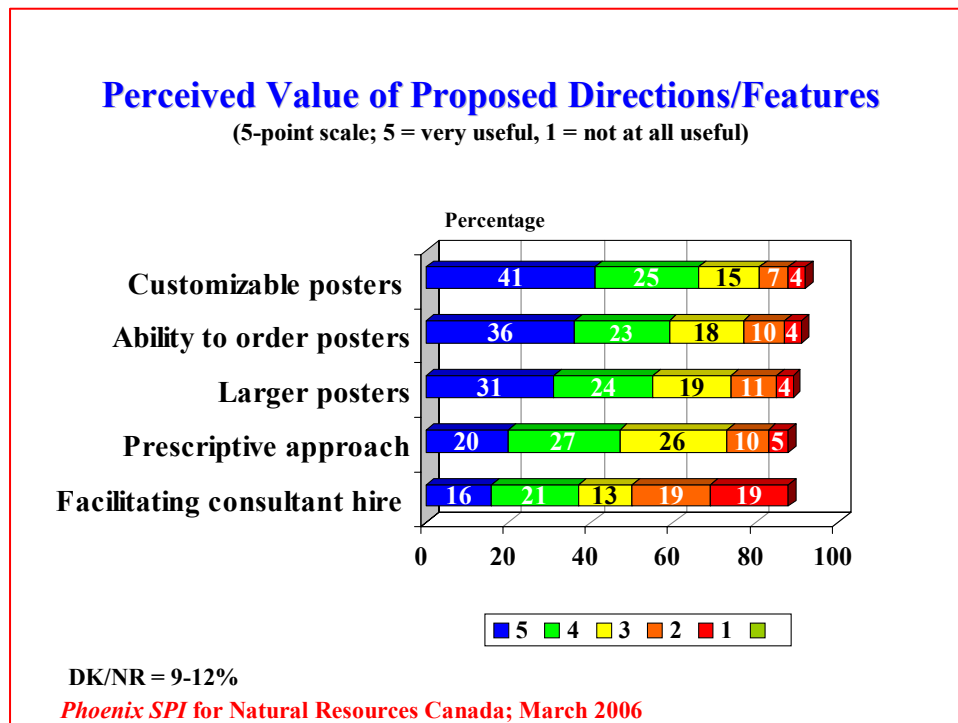
This section details respondents' reaction to potential new features and ideas to improve the OTC Toolkit website.

Mixed Assessments of New Features

Registrants were asked to indicate how valuable or useful they found a number of potential features or directions that could be incorporated in the OTC Employee Awareness Toolkit website (using a 5-point scale; 5 = useful, 1 = not at all useful). These included:

- Provision of a more prescriptive approach, where specific activities and timeframes are identified for them that would make up their employee awareness campaign.
- Facilitating the hiring of a consultant to help them implement their employee awareness campaign.
- The ability to order posters (not just print them from the website).
- Having larger posters available to them.
- Access to posters that they can put their company logo on.

Three of the five potential features were considered to be of value to registrants and their organizations by a majority of respondents. Two-thirds felt that access to customizable posters would be a useful feature (41% *strongly* agreed with this). Following this, 59% viewed as useful the ability to order posters, while 55% said this about access to larger posters. For each of these features, respondents were more likely to feel that they are very, not moderately valuable.



Just under half (47%) considered the provision of a prescriptive approach to be of value or use to them or their organization. Perceptions of the usefulness of facilitating the hiring of a consultant were divided. While 38% did not attribute value to this, nearly an identical number (37%) felt that it would be useful. The rest were neutral (13%).

Interviewed registrants' perceptions of the usefulness or value of a more prescriptive approach mirrored those of survey respondents. While some saw this approach as a good idea, others were quick to point out its flaws. Those who reacted favourably liked the fact that it would provide them with a fully laid out, 'canned' campaign that could be administered off-the-shelf. The simpler the approach, the easier it would be to implement a campaign. Recall that a key factor prohibiting a campaign launch is time. A ready-made campaign seemed to be the answer for some, as they felt it would reduce the amount of start-up time required to get a campaign going in their organization.

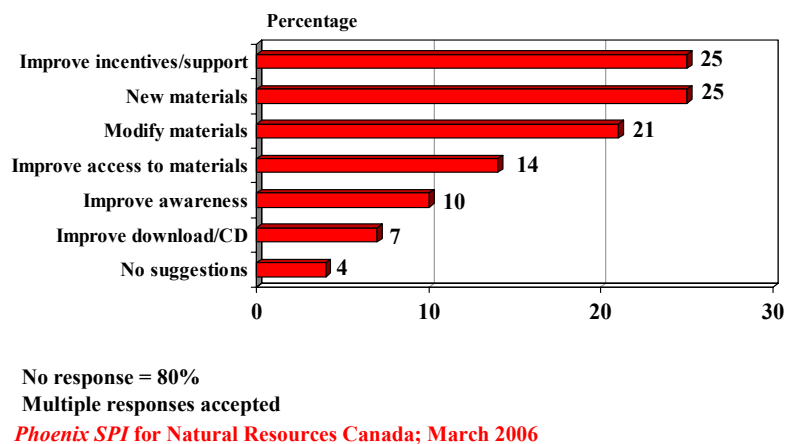
A few registrants thought this approach would be valuable, but only if the government ensured that it was not too rigid and had flexibility built into the plan. For others, this was the main reason they felt that a prescriptive approach would not be useful. Unless the government intends to regulate the OTC as one participant mentioned, a prescriptive approach will not work because organizations have their own priorities and structures. A one-size-fits-all approach would not offer the flexibility that most organizations need to implement a campaign. The ability to customize or modify a campaign to suit the unique circumstances of organizations was viewed to be more valuable. While a set approach might encourage some to implement the template, others thought that this would be more likely to hinder uptake among organizations.

Suggestions to Improve OTC Toolkit Website

In conclusion, respondents were asked, in an open-ended fashion, to identify what could be done to improve the OTC Toolkit website to make it more useful to their organization. This could be suggestions of any kind, including other tools or resources that would be beneficial to their organization. The large majority of registrants (84%) offered no feedback to improve the website – 4% said they had no suggestions and 80% chose not to provide a response.

Those who offered suggestions (n = 28) identified improved incentives or support (25%), new materials (25%), or modifications to the current materials (21%). Relatively few registrants mentioned anything else: 14% suggested improved access to the materials, 10% increased public awareness efforts, and 7% improved accessibility, perhaps through the availability of other formats.

Suggestions to Improve OTC Toolkit



In-depth interview participants offered a number of suggestions to improve the OTC Toolkit website. Suggestions included:

- Put the tools and resources on a CD-ROM. People without high-speed access to the Internet will find it hard to download materials from the website. Similarly, those who are not technically literate will be less likely to use the website.
- Consider offering Adobe Acrobat as a free download on the website. It was suggested that some people may not have this software.
- Offer more downloadable tools.
- Provide instructions or guidelines to help registrants adapt or localize the content to meet their specific needs.
- Provide suggestions and advice on how to get employees interested in the program.
- Provide incentives to encourage people to consider using energy-efficient products (e.g. coupons for fluorescent bulbs).
- Streamline the information that is required to use the GHG calculator (currently seen to be too much).
- Make it easier for companies to download and manipulate their own campaign data.
- Consider permitting companies to view anonymously other campaign statistics.
- Have NRCan representatives available to make presentations, conduct information sessions or provide support to organizations.

PERCEPTIONS OF NON-USERS

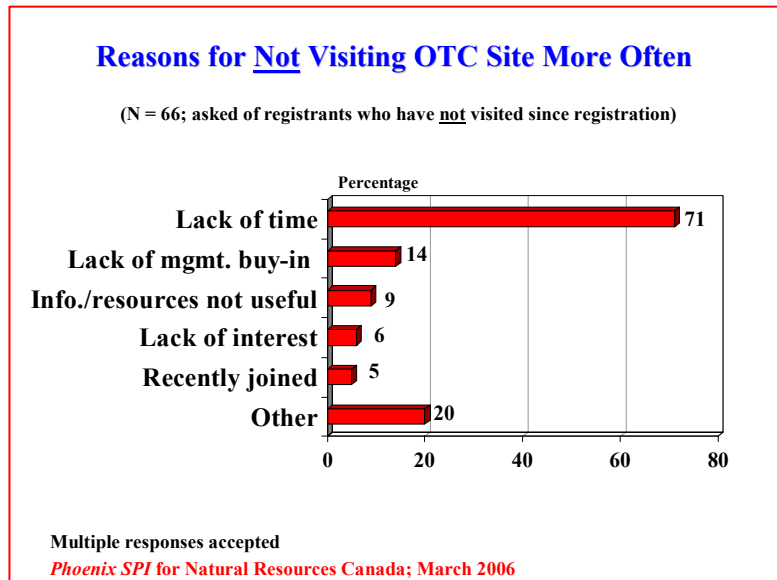
This section presents the perceptions of registrants that have not used the site, labelled as ‘non-users’ for the purpose of this research. This includes survey respondents that have not visited the site since their initial registration or who have visited once only but have not downloaded any tools or resources. Using this definition, this represents 39% of the surveyed population of site registrants (n = 66).

Lack of Time – Main Reasons for Not Visiting Site More Often

Those who have not visited the website since their initial registration, or who visited only once but did not download any tools or resources, pointed to a lack of time to explain why (71%). No other reason came close.

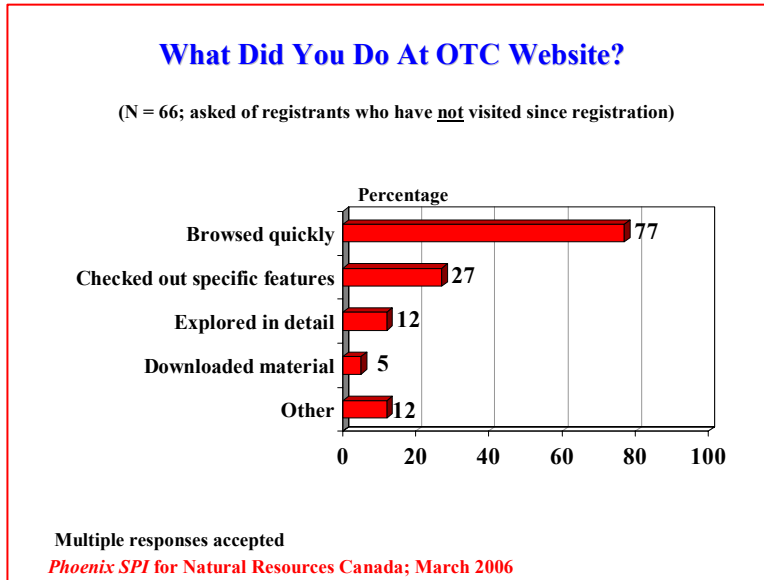
Beyond this, 14% said they lacked management buy-in, 9% that the information and resources were not useful to them, and 6% that they lacked interest. Five percent attributed their lack of use of the website to the fact that they had only recently joined or registered at the site.

Reasons included in the ‘other’ category are not seeing a direct benefit or ‘payback’, having problems when downloading tools/resources, feeling that the Toolkit is not needed because ‘green’ strategies are already in place in the workplace, and the belief that the website focuses more on the home than the workplace.



Most Browsed Website Quickly, Some Checked Out Specific Features

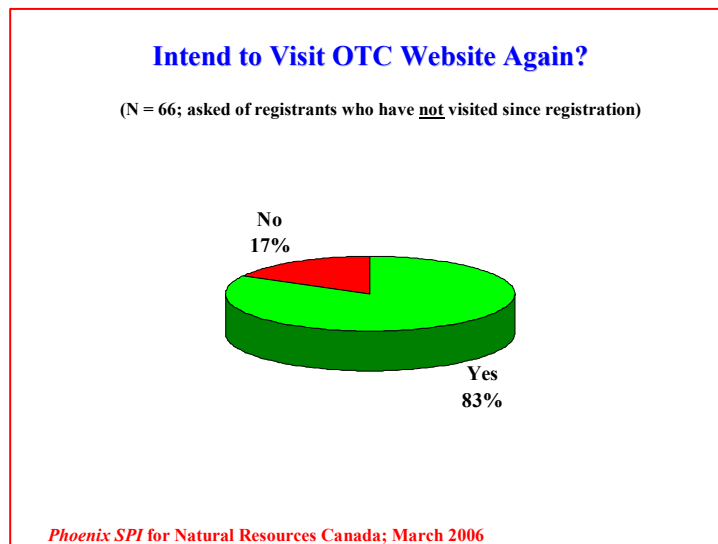
Asked what they did at the website, many of these registrants said they browsed or explored the site quickly (77%). Just over one-quarter (27%) said they checked out specific features or aspects of the site. Relatively few explored the site in detail (12%) or downloaded materials from the site (5%).



The types of materials that were downloaded included general information on the OTC Employee Awareness program, and specific information on how to decrease gas consumption for company vehicles. Just one registrant said he used the downloaded materials.

Most ‘Non-Users’ Intend to Visit Site in Future

Most registrants (83%) who have not used the site since their initial registration, or who visited only once but did not download any tools or resources (n = 66), intend to visit it again. Only 17% do not think they will.



A set of six in-depth interviews were conducted with ‘non-users’ to explore reasons for non-use. The feedback received from such registrants tended to be consistent with that received from registrants who used the site’s tools and resources to explain why they did not use it more often – lack of time. A couple of ‘non-users’ added that they have only just recently registered at the site.

The non-users who completed the in-depth interviews were also similar to surveyed ‘non-users’ in that they tend to have only browsed the site quickly or in a general way to date. That said, they all said that they plan to visit the site again in the future in order to explore it more fully.

Most of the interviewed non-users could not suggest anything to improve the usefulness of the tools and resources available on the website. This is not surprising in light of the fact that they have only browsed the site in a general way. It was suggested that the site be made as user-friendly as possible and that this would motivate people to return to it.

APPENDIX

Notification Letter from NRCan to Registrants

Re: OTC Employee Awareness Toolkit Website

The Government of Canada (GoC) is about to undertake research among registrants of the One-Tonne Challenge Employee Awareness Toolkit website. The purpose is to better understand the needs and expectations of individuals and organizations that have registered at the site. The findings will be used to help make the tools and resources provided through the website as effective as possible.

This research is being conducted for the Government of Canada by Phoenix Strategic Perspectives Inc., a research firm contracted by the federal government. The main phase of the study involves an online survey. Over the next week or so you will be contacted by email and asked to complete the survey. A subsequent phase of the research will involve a series of short phone interviews with a cross-section of registrants to explore in greater detail some of the issues explored in the survey.

We strongly encourage you to participate in this research. While participation is voluntary, your feedback can help to ensure that the OTC Employee Awareness Toolkit website meets your needs and those of similar organization. **Even if you have not used the website or have used it infrequently we would like to hear from you as this will provide us with valuable information.**

All information will be kept strictly confidential. The research firm will provide the Government of Canada with only aggregate results and no individuals or organizations will be identified in any way. If you have any questions about this research, please contact Kari-Lynn Philipp of Natural Resources Canada by phone (613) 996-2293 or email (kphilipp@nrca.gc.ca).

We hope that you will assist us in our efforts to ensure that the information and tools available to you through the One-Tonne Challenge are useful and effective for your employee awareness programs.

Thank you.

Colleen Paton, Director Outreach and Information Division
Office of Energy Efficiency
Natural Resources Canada

Avis de RNCan destiné aux personnes inscrites

OBJET : Site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*

Le gouvernement du Canada (GC) effectuera bientôt une recherche auprès des personnes qui se sont inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*. L'objectif de cette recherche est de lui permettre de mieux comprendre les besoins et les attentes des personnes et des organismes qui se sont inscrits sur ce site. Les résultats serviront à améliorer le site Web pour accroître l'efficacité des outils et des ressources qu'il offre.

Le gouvernement du Canada a mandaté Phoenix Strategic Perspectives Inc., une firme de recherche indépendante, pour effectuer cette étude. La principale étape de l'étude comporte un sondage en ligne. Au cours des prochains jours, vous recevrez un courriel vous invitant à répondre à ce sondage. Par la suite, une phase subséquente de l'étude comportera une série de brèves entrevues téléphoniques auprès d'un échantillon représentatif des personnes inscrites afin d'explorer plus en détail certaines questions abordées dans le sondage.

Nous vous incitons grandement à prendre part à cette recherche. Votre participation est libre. Soyez assuré(e) que vos commentaires contribueront à améliorer le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne* de façon qu'il réponde mieux à vos besoins et à ceux d'organismes comme le vôtre. **Même si vous n'êtes pas retourné(e) sur le site Web depuis votre inscription ou si vous ne le consultez que rarement, nous aimerions que vous nous fassiez part de vos précieux commentaires.**

Tous les renseignements demeureront strictement confidentiels. La firme de recherche ne remettra les résultats de la recherche que sous forme groupée au gouvernement du Canada. L'anonymat des personnes et des organismes qui auront répondu sera respecté. Pour toute question concernant cette recherche, veuillez communiquer avec Kari-Lynn Philipp de Ressources naturelles Canada par téléphone au (613) 996-2293 ou par courriel à l'adresse suivante : (kphilipp@rncan.gc.ca).

Nous vous remercions à l'avance de votre collaboration. Vos commentaires nous permettront de faire en sorte que les renseignements et les outils offerts sur le Défi d'une tonne se prêtent bien au programme de sensibilisation de vos employés.

Merci.

La directrice, Division de la sensibilisation et de l'information

Colleen Paton,
Office de l'efficacité énergétique
Ressources naturelles Canada

Government of Canada
One-Tonne Challenge Employee Awareness Toolkit Website
Online Survey of Registrants

Thank you for agreeing to take part in this survey on the One-Tonne Challenge (OTC) Employee Awareness Toolkit website. Your feedback will enable the Government of Canada to better understand your needs and expectations to help make the website as effective as possible.

Your responses will be kept entirely confidential. The research is being conducted by Phoenix SPI, an independent research firm. The government will only receive combined results – no individuals or organizations will be identified in any way.

The survey should take no more than 15 minutes to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

NOTES:

A 'DON'T KNOW/NO RESPONSE' OPTION WILL BE AVAILABLE TO RESPONDENTS FOR ALL APPROPRIATE QUESTIONS. WHERE RELEVANT, A 'NOT APPLICABLE' OPTION WILL ALSO BE AVAILABLE AS A SEPARATE RESPONSE.

SECTION 1: BACKGROUND INFORMATION

1. Which of the following best describes your organization?

- | | | |
|-----------------------------------|-----|----------------|
| Business or industry | [] | |
| Utility | [] | |
| Retail | [] | |
| Government department/agency | [] | CHECK ONE ONLY |
| Community organization | [] | |
| Non-Governmental Organization/NGO | [] | |
| Educational institution | [] | |
| Hospital/health care | [] | |
| Other. Please specify: _____ | | |
-

IF BUSINESS/INDUSTRY:

2. In which industry or sector does your company operate? If you are active in more than one sector, please identify the main sector.

Industry/sector: _____

3. Have you ever been or are you currently involved in any other programs of the Office of Energy Efficiency? CHECK ALL THAT APPLY

Energy Retrofit Assistance or EnerGuide for Existing Building (Formerly the Energy Innovator Initiative)	[]
Canadian Industry Program for Energy Efficiency or Industrial Energy Innovator	[]
Commercial Business Incentive Program	[]
Industrial Business Incentive Program	[]
Fleet Smart or Auto\$mart	[]
Energy Star	[]
EnerGuide for Houses	[]
Renewable Energy Deployment Initiative	[]
Other. Please specify: _____	

4. In total, how many employees work for your organization in Canada? Please include part-time staff as the number of full-time equivalents.

50 or less	[]	
51-100	[]	
101-250	[]	CHECK ONE ONLY
251-500	[]	
501-1,000	[]	
Over 1,000	[]	

5. What is your position within your organization?

Position/Title: _____

6. How would you describe your involvement in organized employee-related activities in the workplace?

Direct involvement	[]	
Indirect involvement	[]	
Responsible for outcomes	[]	
Curious	[]	CHECK ALL THAT APPLY
New responsibility	[]	

No involvement []
Other. Please specify: _____

7. In what province or territory are you located?

Province/territory: _____

SECTION 2: WEBSITE AWARENESS AND VISITS

In March, 2005, the Government of Canada (GoC) launched a website to provide businesses and other organizations with tools and resources to increase employee awareness of, and participation in, the One-Tonne Challenge (OTC).

8. How did you first learn about the OTC Employee Awareness Toolkit website?

Email sent by GoC []
Presentation at a CIPEC meeting []
Industry trade show (e.g. booth, brochure) []
One-Tonne Challenge website [] CHECK ONE ONLY
Article in business magazine/journal []
Colleague/acquaintance []
Other (please specify): _____

9. How long has it been since you registered at the website? To have access to the Employee Awareness Toolkit, website visitors need to complete a short online registration form.

1-2 months []
3-4 months [] CHECK ONE ONLY
5-6 months []
7-9 months []

10. Why did you register?

Curious []
Interested in employee awareness []
Interested in climate change [] CHECK ALL THAT APPLY
Tasked with it []
Tasked to monitor employee awareness []

11. Since your initial registration, approximately how many times have you visited the OTC Employee Awareness Toolkit website?

- | | | |
|-------------------------------|-----|----------------|
| No visits since registration* | [] | |
| Once | [] | |
| 2-5 times | [] | CHECK ONE ONLY |
| 6-10 times | [] | |
| Over 10 times | [] | |

*REGISTRANTS WHO HAD NOT VISITED THE WEBSITE SINCE REGISTERING WILL GO TO THE MINI-QUESTIONNAIRE (AT END OF THIS QUESTIONNAIRE).

12. Have you downloaded any of the tools or resources available at the website (e.g. posters, sample work plan, presentations, reporting template, etc.)?

- | | |
|-----|-----|
| Yes | [] |
| No* | [] |

*REGISTRANTS WHO HAD VISITED THE WEBSITE ONLY ONCE SINCE REGISTERING **AND** WHO HAVE NOT DOWNLOADED ANY TOOLS/RESOURCES WILL GO TO THE MINI-QUESTIONNAIRE (AT END OF THIS QUESTIONNAIRE).

IF YES:

13. How many tools or resources did you download? Please focus on different tools or resources, not multiple downloads of the same tool or resource.

- | | | |
|-----------------------|-----|----------------|
| No tools or resources | [] | |
| 1-2 tools/resources | [] | |
| 3-5 | [] | CHECK ONE ONLY |
| 6-9 | [] | |
| 10 or more | [] | |

IF NO:

14. Why have you not downloaded any of the tools or resources?

15. Do you plan to download any tools or resources in the future?

- | | |
|-----|-----|
| Yes | [] |
| No | [] |

IF YES:

16. When do you plan to download the tools or resources?

- Within three months []
- 3-6 months []
- 7-11 months [] CHECK ONE ONLY
- 1 year or so []
- More than 1 year []
- Not sure []

17. Overall, how familiar would you say you are with the OTC Employee Awareness Toolkit website and the range of tools and resources that are available through it?

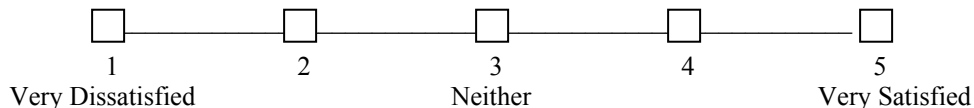
- Very familiar []
- Moderately familiar [] CHECK ONE ONLY
- Not very familiar []
- Not at all familiar []

SECTION 3: PERCEPTIONS OF OTC EMPLOYEE AWARENESS TOOLKIT WEBSITE

18. Using the scale provided, how would you rate your level of satisfaction with the following aspects of the website.

	Very dissatisfied 1	2	3	4	Very satisfied 5	DK/NR
The structure and organization of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ease of use of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The range of tools and resources available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ease of use of the tools and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The usefulness and value of the tools/resources to your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The extent to which information is up-to-date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visual appeal of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The clarity of the site content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Overall, how satisfied are you with the quality of the website and related tools and resources? Please use the scale provided.



IF NOT SATISFIED (SCORES OF 1-2):

20. Why are you not satisfied with the website?

- Poorly organized/structured website []
- Difficulty using/navigating website []
- Tools/resources difficult to use []
- Tools/resources not useful/relevant [] CHECK ALL THAT APPLY
- Lack of support/assistance []
- Technical problems/difficulties []
- Too much downloading/printing []
- Other (please specify): _____

21. Would you say the website has met, exceeded, or fallen short of your expectations?

- Exceeded expectations []
- Met expectations [] CHECK ONE ONLY
- Fallen short of expectations []
- Too early to tell []

22. Using the scale provided, please rate your level of agreement with the following statements about the website.

	Strongly disagree 1	2	3	4	Strongly agree 5	DK/NR	N/A
I have a clear understanding of how the tools/resources can benefit my organization.	O	O	O	O	O	O	O
The information on the website is clear and easy to understand.	O	O	O	O	O	O	O
The tools/resources are comprehensive (i.e. provide everything needed for an OTC employee awareness campaign).	O	O	O	O	O	O	O
The tools/resources are flexible and enable organizations to customize their employee awareness campaign.	O	O	O	O	O	O	O
The information on the website motivated or encouraged our organization to launch an OTC employee awareness campaign.	O	O	O	O	O	O	O
I understand the purpose of the One-Tonne Challenge and its relationship to climate change.	O	O	O	O	O	O	O

SECTION 4: AWARENESS AND USE OF SPECIFIC TOOLS AND RESOURCES

23. For each of the following tools and resources that are available on the website, please identify whether you are aware of the tool/resource and whether you have used it.

	Aware of tool		Used tool	
	Yes	No	Yes	No
Downloadable Posters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sample Emails/Email Templates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sample Articles Announcing Challenge/Success Stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PowerPoint Presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media Relations Tools/Templates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free Publications Order Form	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities and Tips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate Change Quiz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequently Asked Questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate Change Glossary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Energy Reduction Chart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sample Campaign Work Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Link to GHG Calculator from Corporate Intranet site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporting Template/OTC Employee Awareness Report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee Recognition Certificate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloadable Photos/Images	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy efficiency programs accessible through links to Office of Energy Efficiency (OEE) website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sample campaign (e.g. tire pressure clinic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RESPONDENTS WHO HAVE USED NO TOOLS/RESOURCES GO TO SECTION 8

24. For each of the tools and resources that you have used, please indicate your level of satisfaction with that tool/resource.

	Overall satisfaction					
	Very Dissatisfied 1	2	3	4	Very Satisfied 5	Don't know /uncertain
Downloadable Posters	0	0	0	0	0	0
Sample Emails/Email Templates	0	0	0	0	0	0
Sample Articles Announcing Challenge/ Success Stories	0	0	0	0	0	0
PowerPoint Presentations	0	0	0	0	0	0
Media Relations Tools/Templates	0	0	0	0	0	0
Free Publications Order Form	0	0	0	0	0	0
Activities and Tips	0	0	0	0	0	0
Climate Change Quiz	0	0	0	0	0	0
Frequently Asked Questions	0	0	0	0	0	0
Climate Change Glossary	0	0	0	0	0	0
Home Energy Reduction Chart	0	0	0	0	0	0
Sample Campaign Work Plan	0	0	0	0	0	0
Link to GHG Calculator from Corporate Intranet site	0	0	0	0	0	0
Reporting Template/OTC Employee Awareness Report	0	0	0	0	0	0
Employee Recognition Certificate	0	0	0	0	0	0
Downloadable photos/images	0	0	0	0	0	0
Energy efficiency programs accessible through links to Office of Energy Efficiency (OEE) website.	0	0	0	0	0	0
Sample campaign (e.g. tire pressure clinic)	0	0	0	0	0	0

POSTERS

ASKED OF REGISTRANTS WHO HAVE USED POSTERS.

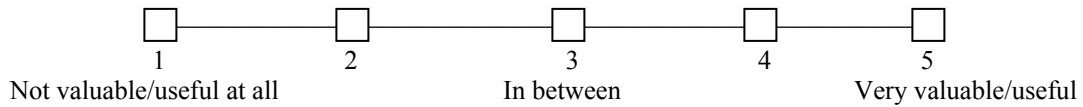
25. There are posters for each of the following themes. Which ones have you used?

- Introduction to The One-Tonne Challenge []
- At Work [] CHECK ALL THAT APPLY
- On the Road []

26. How did you use the posters?

- Posted them in high traffic areas []
- Used them as part of a presentation []
- Posted them in your work space [] CHECK ALL THAT APPLY
- Distributed them to employees []
- Used them as part of an event []
- Other (please specify): _____

27. Using the scale provided, how would you rate the overall value or usefulness of the posters in terms of raising awareness of and generating interest in The One-Tonne Challenge?



ACTIVITIES AND TIPS

ASKED OF REGISTRANTS WHO HAVE USED THE ACTIVITIES AND TIPS.

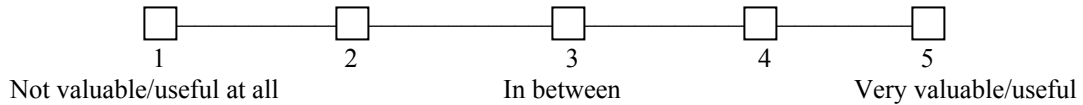
28. There are Activities and Tips for each of the following themes. Which ones have you used?

- Introduction to The One-Tonne Challenge []
- At Work [] CHECK ALL THAT APPLY
- At Home []
- On the Road []

29. Using the scale provided, please rate your level of agreement with the following statements about the Activities and Tips sheets.

	Strongly disagree 1	2	3	4	Strongly agree 5	DK/NR
The Activities and Tips sheets are clear and easy to understand.	○	○	○	○	○	○
The Activities and Tips sheets provide useful information on how to conduct an employee awareness campaign.	○	○	○	○	○	○
The Activities and Tips sheets provide useful and realistic suggestions for reducing energy use.	○	○	○	○	○	○

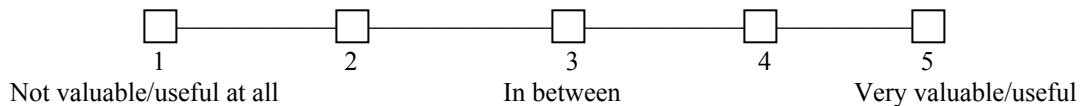
30. Using the scale provided, how would you rate the overall value or usefulness of the Activities and Tips sheets in terms of engaging participation and generating interest in The One-Tonne Challenge?



SAMPLE WORK PLAN

ASKED OF REGISTRANTS WHO HAVE USED THE SAMPLE WORK PLAN.

31. Using the scale provided, how would you rate the overall value or usefulness of the sample work plan as a model for planning and carrying out an employee awareness campaign?



SECTION 5: EMPLOYEE AWARENESS ACTIVITIES AND CAMPAIGN

32. Which of the following activities have you undertaken to date to raise awareness of and interest in The One-Tonne Challenge among employees of your organization?

- | | | | |
|---|---|---|------------|
| Informed employees about OTC/publicized it within firm | [|] | |
| Organized event | [|] | |
| Lunch and learn | [|] | |
| Incentives/giveaways | [|] | |
| Gave presentation to management | [|] | |
| Ordered/distributed OTC Tips Guides to employees | [|] | CHECK ALL |
| Had contest(s)/friendly competition within organization | [|] | THAT APPLY |
| Support the local OTC Community Challenge | [|] | |
| None of the above | [|] | |
| Other (Specify): _____ | | | |

One of the main goals of the OTC Employee Awareness Toolkit is to encourage organizations to implement an employee awareness campaign. A full and complete employee awareness campaign would include a commitment to the following elements that could make organizations eligible to receive Government of Canada recognition:

- Submit an Employee Awareness Work Plan to GoC.
- Commit to undertaking employee awareness activities for a period of one year.
- Conduct 2-3 awareness-raising events over the course of the one-year campaign.
- Undertake communications messaging at least once a month (e.g. reminders, reinforcing messages).
- Report back to GoC using the reporting template.

33. Have you committed to or undertaken an employee awareness campaign as defined above?

- | | | | |
|---------------------|---|---|----------------|
| Yes, fully | [|] | |
| Yes, in part | [|] | CHECK ONE ONLY |
| No, but plan to | [|] | |
| No, and no plans to | [|] | |

IF FULLY UNDERTAKE CAMPAIGN:

34. Please indicate in the table below which of these elements are underway or have been completed and which you are planning to undertake?

Element of Awareness Program	Underway/Completed	Plan to undertake
Submit Work Plan to GoC	O	O
Commit to activities for one year	O	O
Conduct 2-3 awareness-raising events	O	O
Undertake messaging once a month	O	O
Submit reporting template	O	O

IF PARTLY UNDERTAKE CAMPAIGN:

35. Please indicate in the table below which of these elements are underway or have been completed, which you are planning to undertake, and which you are not planning to undertake?

Element of Awareness Program	Underway/ Completed	Plan to undertake	Do not plan to undertake
Submit Work Plan to GoC	O	O	O
Commit to activities for one year	O	O	O
Conduct 2-3 awareness-raising events	O	O	O
Undertake messaging once a month	O	O	O
Submit reporting template	O	O	O

IF PLAN TO UNDERTAKE CAMPAIGN:

36. Please indicate in the table below which of these elements you are planning to undertake?

Element of Awareness Program	Plan to undertake
Submit Work Plan to GoC	O
Commit to activities for one year	O
Conduct 2-3 awareness-raising events	O
Undertake messaging once a month	O
Submit reporting template	O

IF DO NOT PLAN TO UNDERTAKE AN EMPLOYEE AWARENESS CAMPAIGN:

37. Why has your organization not undertaken an employee awareness campaign?

- | | | |
|----------------------------------|-----|----------------------|
| Lack of time | [] | CHECK ALL THAT APPLY |
| Lack of organization | [] | |
| Lack of support from management | [] | |
| Cost/lack of resources | [] | |
| Too many other priorities | [] | |
| Lack of interest among employees | [] | |
| Commitment requirements | [] | |
| Other (please specify): _____ | | |

38. Which of the following, if any, represent barriers or obstacles to raising employee awareness of and interest in The One-Tonne Challenge in your organization? PLEASE CHECK ALL THAT APPLY

- Lack of time []
- Lack of interest in general []
- Lack of buy-in from management []
- Cost/limited resources [] CHECK ALL THAT APPLY
- Difficulty getting started/organized []
- Lack of commitment []
- No barriers/obstacles []
- Other (please specify): _____

SECTION 6: PERFORMANCE MEASUREMENT

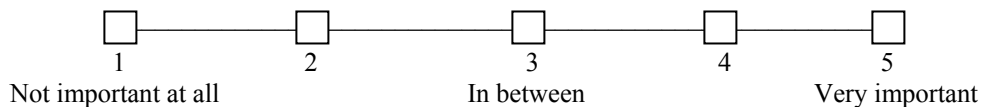
39. How would you characterize the impact of the tools and resources that you have used in each of the areas listed below? For each area, please indicate whether you think they have had a big impact, moderate impact, small impact, or no impact at all. IF SOMETHING DOES NOT APPLY TO YOU, PLEASE INDICATE THIS (N/A).

Code for use with this table: B = Big Impact M = Moderate Impact S = Small Impact N = No Impact NA = Not Applicable	Size of Impact
Raising awareness of The One-Tonne Challenge among your employees.	
Providing employees with information they need to take action on reducing greenhouse gas emissions.	
Encouraging/motivating employees to take The One-Tonne Challenge/ reduce their GHG emissions.	
Generating buy-in from management for an employee awareness program.	
Enhancing existing social responsibility and/or environmental programs that your organization already has in place.	

ASK THOSE WHO HAVE UNDERTAKEN AN EMPLOYEE AWARENESS CAMPAIGN (EITHER COMPLETELY OR PARTLY):

Submitting a report to the Government of Canada is one of the elements of an employee awareness campaign.

40. To what extent do you think that completing and submitting the reporting template to the GoC is an important part of an OTC employee awareness campaign? Please use a 5-point scale, where ‘1’ means not important at all, and ‘5’ means very important.



41. Has your organization submitted a report on your employee awareness campaign?

- Yes SKIP TO QUESTION 43
 No
-

IF NO:

42. Why haven't you submitted a report on your employee awareness campaign?

- Lack of time
 Too many other priorities
 Lack of interest CHECK ALL THAT APPLY
 Do not see value in it
 Tracking these types of activities is not important to our organization
 Other (please specify): _____
-

43. What would encourage or make it easier for your organization to submit or keep submitting a report to GoC?

- Electronic reporting tool
 Increased recognition CHECK ALL THAT APPLY
 Easier form to complete
 Use part of existing report you submit to other organization (e.g. ISO 14001, Cdn. Std. Council)
 Nothing
 Other (please specify): _____
-

SECTION 8: FUTURE DIRECTIONS

44. Looking ahead, how you would rate each of the following in terms of its value or usefulness to you and your organization? Please use the scale provided.

	Strongly disagree 1	2	3	4	Strongly agree 5	DK/NR
Provision of a more prescriptive approach, where specific activities and timeframes are identified for you that would make up your employee awareness campaign.	O	O	O	O	O	O
Facilitating the hiring of a consultant to help you implement your employee awareness campaign.	O	O	O	O	O	O
The ability to order posters (not just print them from the website).	O	O	O	O	O	O

One-Tonne Challenge Employee Awareness Toolkit Website

Having larger posters available to you.						
Access to posters that you can put your company logo on.						

45. Do you have any suggestions to improve the OTC Employee Awareness Toolkit website (and related tools and resources) to make it more useful to your organization? This could be suggestions of any kind, including other tools or resources that would be beneficial to your organization. Please be specific.

46. A subsequent phase of this research will involve short phone interviews to explore in greater detail some of the issues included in this survey. Would you be willing to be contacted to participate in this second phase of research? If so, please provide your contact information below. Note: Your contact information will be kept separate from your responses to this survey.

Full name: _____
Telephone number: _____
Email address: _____

Thank you. That completes the survey. Your participation is greatly appreciated.

Mini-Questionnaire – Registrants who Visited Site Twice or Less

RESPONDENTS WOULD BE SENT HERE FROM QUESTION 11

47. Why have you not visited the website more often?

- | | | |
|---|-----|----------------------|
| Lack of time | [] | |
| Lack of interest | [] | |
| Lack of buy-in from management | [] | CHECK ALL THAT APPLY |
| Only recently joined/registered | [] | |
| Information/tools/resources not seem useful | [] | |
| Other (please specify): _____ | | |
-

48. What did you do when you visited the website?

- | | | |
|---------------------------------------|-----|----------------------|
| Browsed/explored site quickly | [] | |
| Browsed/explored site in detail | [] | |
| Checked out specific features/aspects | [] | CHECK ALL THAT APPLY |
| Downloaded material from site | [] | |
| Other (please specify): _____ | | |
-

IF DOWNLOADED TOOLS/RESOURCES:

49. What tools or resources did you download?

50. Did you use the tools or resources that you downloaded?

- | | |
|-----|-----|
| Yes | [] |
| No | [] |
-

51. Do you intend to visit the website again in the future?

- | | |
|-----|-----|
| Yes | [] |
| No | [] |
-

IF NO:

52. What if anything would encourage or motivate you to visit and use the website?

Thank you. That completes the survey. Your participation is greatly appreciated.

Gouvernement du Canada
Site Web de la *Trousse de sensibilisation des employés*
au *Défi d'une tonne*

Sondage en ligne auprès des inscrits

Merci d'avoir accepté de participer à ce sondage sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*. Votre contribution permettra au gouvernement du Canada de mieux comprendre vos besoins et vos attentes et ainsi, de rendre le site Web le plus utile possible.

Vos réponses seront traitées de manière strictement confidentielle. Cette étude est réalisée par Phoenix SPI, une maison de recherche indépendante. Le gouvernement n'aura accès qu'aux données consolidées. Aucune personne ou organisation ne sera identifiée de quelque façon que ce soit.

Il ne vous faudra pas plus de 15 minutes pour remplir le questionnaire. Vous pouvez sauvegarder vos réponses à tout moment et retourner au questionnaire pour le remplir à votre convenance.

Si vous avez des questions à propos du sondage, veuillez communiquer avec M. Philippe Azzie, de Phoenix SPI, au (613) 260-1700 (poste 222) ou par courriel, à (pazzie@phoenixspi.ca).

NOTA :

Là où il convient de le faire, on offrira aux répondants la possibilité de choisir la catégorie de réponse « Je ne sais pas / N'a pas répondu ». Une autre catégorie de réponse, « Sans objet », sera aussi offerte séparément.

SECTION 1 : RENSEIGNEMENTS GÉNÉRAUX

1. Laquelle des catégories suivantes décrit le mieux votre organisation ?

- | | | |
|--------------------------------------|-------|-----------------------|
| Entreprise ou industrie | [] | |
| Services publics | [] | |
| Vente au détail | [] | |
| Ministère ou agence du gouvernement | [] | COCHER UNE SEULE CASE |
| Organisme communautaire | [] | |
| Organisation non gouvernementale/ONG | [] | |
| Établissement d'enseignement | [] | |
| Hôpital / soins de santé | [] | |
| Autre. Veuillez préciser : | _____ | |
-

SI A RÉPONDU « ENTREPRISE OU INDUSTRIE » :

2. À quel secteur ou à quelle industrie votre entreprise appartient-elle ? Si votre entreprise appartient à plus d'un secteur, veuillez nommer le secteur principal.

Industrie ou secteur : _____

3. Participez-vous actuellement à d'autres programmes de l'Office de l'efficacité énergétique, ou l'avez-vous déjà fait ? COCHER TOUTES LES CASES APPLICABLES

- | | |
|--|-------|
| Programme d'appuis financiers pour les améliorations de bâtiments ou ÉnerGuide pour les bâtiments existants (anciennement l'Initiative des Innovateurs énergétiques) | [] |
| Programme d'économie d'énergie dans l'industrie canadienne ou Innovateurs énergétiques industriels | [] |
| Programme d'encouragement pour les bâtiments commerciaux | [] |
| Programme d'encouragement pour les bâtiments industriels | [] |
| Écoflotte ou Le bon \$ens au volant | [] |
| Energy Star | [] |
| ÉnerGuide pour les maisons | [] |
| Programme d'encouragement aux systèmes d'énergies renouvelables | [] |
| Autre. Veuillez préciser : | _____ |
-

4. En tout, combien d'employés votre organisation compte-t-elle au Canada ? Veuillez convertir le nombre d'employés à temps partiel en un nombre équivalent d'employés à plein temps.

- | | | |
|-------------|-----|-----------------------|
| 50 ou moins | [] | |
| 51 à 100 | [] | |
| 101 à 250 | [] | COCHER UNE SEULE CASE |
-

- | | |
|---------------|-----|
| 251 à 500 | [] |
| 501 à 1 000 | [] |
| Plus de 1 000 | [] |

5. Quel poste occupez-vous au sein de votre organisation ?

Poste / titre : _____

6. Comment décririez-vous vos responsabilités en ce qui concerne les activités organisées à l'intention des employés en milieu de travail ?

- | | | |
|--|-----|-------------------|
| Responsabilité directe | [] | |
| Responsabilité indirecte | [] | |
| Responsabilité à l'égard des résultats | [] | |
| Curiosité | [] | COCHER TOUTES LES |
| Nouvelle responsabilité | [] | CASES APPLICABLES |
| Aucune responsabilité | [] | |
| Autre. Veuillez préciser : _____ | | |

7. Dans quelle province ou dans quel territoire êtes-vous situé(e) ?

Province / territoire : _____

SECTION 2 : CONNAISSANCE ET VISITE DU SITE WEB

En mars 2005, le gouvernement du Canada a lancé un site Web visant à offrir aux entreprises et autres organisations les outils et les ressources nécessaires pour mieux faire connaître le Défi d'une tonne aux employés et pour accroître leur participation.

8. Comment avez-vous appris l'existence du site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne* ?

- | | | |
|---|-----|------------------|
| Courriel envoyé par le gouvernement du Canada | [] | |
| Présentation à une réunion du PEEIC | [] | |
| Salon professionnel (kiosque, dépliant, etc.) | [] | |
| Site Web du Défi d'une tonne | [] | COCHER UNE SEULE |
| Article dans une publication professionnelle | [] | CASE |
| Collègue / connaissance | [] | |
| Autre (veuillez préciser) : _____ | | |

Depuis combien de temps êtes-vous inscrit(e) au site Web ? Pour accéder à la *Trousse de sensibilisation des employés*, le visiteur du site Web doit remplir un court formulaire d'inscription en ligne.

- | | | |
|-------------|-----|-----------------------|
| 1 ou 2 mois | [] | |
| 3 ou 4 mois | [] | COCHER UNE SEULE CASE |
| 5 ou 6 mois | [] | |
| 7 à 9 mois | [] | |

9. Pourquoi vous êtes-vous inscrit(e) ?

- | | | |
|---|-----|-------------------|
| Curieux ou curieuse | [] | |
| Intéressé(e) à la sensibilisation des employés | [] | |
| Intéressé(e) aux changements climatiques | [] | COCHER TOUTES LES |
| On m'a chargé(e) de le faire | [] | CASES APPLICABLES |
| Chargé(e) de suivre les progrès réalisés en matière de sensibilisation des employés | [] | |

10. Depuis que vous vous êtes inscrit(e), environ combien de fois avez-vous visité le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne* ?

- | | | |
|-------------------------------------|-----|-----------------------|
| Aucune visite depuis l'inscription* | [] | |
| Une seule fois | [] | |
| 2 à 5 fois | [] | COCHER UNE SEULE CASE |
| 6 à 10 fois | [] | |
| Plus de 10 fois | [] | |

*LES INSCRITS QUI N'ONT PAS VISITÉ LE SITE WEB DEPUIS LEUR INSCRIPTION SERONT REDIRIGÉS VERS LE MINI-QUESTIONNAIRE (À LA FIN DE CE QUESTIONNAIRE).

11. Avez-vous téléchargé des outils ou des ressources à partir du site Web (affiches, modèle de plan de travail, présentations, modèle de rapport, etc.) ?

- | | |
|------|-----|
| Oui | [] |
| Non* | [] |

* LES INSCRITS QUI N'ONT VISITÉ LE SITE WEB QU'UNE SEULE FOIS DEPUIS LEUR INSCRIPTION ET QUI N'ONT TÉLÉCHARGÉ AUCUN OUTIL OU AUCUNE RESSOURCE SERONT REDIRIGÉS VERS LE MINI-QUESTIONNAIRE (À LA FIN DE CE QUESTIONNAIRE).

SI A RÉPONDU « OUI » :

12. Combien d'outils ou de ressources avez-vous téléchargés ? Veuillez tenir compte, ici, du nombre d'outils ou de ressources et non du nombre de téléchargements du même outil ou de la même ressource.

- | | |
|---------------------------------|-----|
| Aucun outil ou aucune ressource | [] |
|---------------------------------|-----|

One-Tonne Challenge Employee Awareness Toolkit Website

- | | | |
|--------------------------|-----|-----------------------|
| 1 ou 2 outils/ressources | [] | |
| 3 à 5 | [] | COCHER UNE SEULE CASE |
| 6 à 9 | [] | |
| 10 ou plus | [] | |
-

SI A RÉPONDU « NON » :

13. Pourquoi n'avez-vous téléchargé aucun outil ou aucune ressource ?

14. Prévoyez-vous télécharger un outil ou une ressource à l'avenir ?

- | | | |
|-----|-----|--|
| Oui | [] | |
| Non | [] | |
-

SI A RÉPONDU « OUI » :

15. Quand prévoyez-vous télécharger cet outil ou cette ressource ?

- | | | |
|--------------------|-----|-----------------------|
| D'ici à trois mois | [] | |
| Dans 3 à 6 mois | [] | |
| Dans 7 à 11 mois | [] | COCHER UNE SEULE CASE |
| Dans environ un an | [] | |
| Dans plus d'un an | [] | |
-

16. De façon générale, jusqu'à quel point connaissez-vous bien le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne* ainsi que la gamme d'outils et de ressources disponibles ?

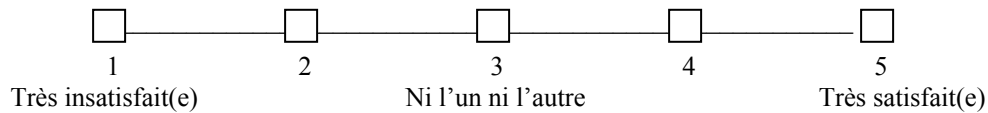
- | | | |
|------------------------|-----|-----------------------|
| Connais très bien | [] | |
| Connais assez bien | [] | COCHER UNE SEULE CASE |
| Connais peu | [] | |
| Ne connais pas du tout | [] | |

SECTION 3 : OPINION DES RÉPONDANTS À L'ÉGARD DU SITE WEB DE LA TROUSSE DE SENSIBILISATION DES EMPLOYÉS AU DÉFI D'UNE TONNE

17. À l'aide de l'échelle ci-dessous, dans quelle mesure êtes-vous satisfait(e) des aspects suivants du site Web

	Très insatisfait(e) 1	2	3	4	Très satisfait(e) 5	NSP/NPR
La structure et l'organisation du site Web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La facilité d'utilisation du site Web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La gamme d'outils et de ressources disponibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La facilité d'utilisation des outils/ressources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L' utilité et la valeur des outils/ressources pour votre organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'actualité des renseignements qu'il contient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'attrait visuel du site Web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La clarté du contenu du site Web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. En général, dans quelle mesure êtes-vous satisfait(e) de la qualité du site Web et de ses outils et ressources ? Veuillez répondre au moyen de l'échelle.



SI N'EST PAS SATISFAIT(E) (SCORES DE 1 OU 2) :

19. Pourquoi n'êtes-vous pas satisfait(e) du site Web ?

- Site Web mal organisé/structuré
- Navigation/utilisation difficile
- Outils/ressources difficiles à utiliser
- Outils/ressources ne sont pas utiles ou pertinents COCHER TOUTES LES
- Manque de soutien CASES APPLICABLES
- Problèmes ou difficultés techniques
- Trop de documents à télécharger/imprimer
- Autre (veuillez préciser) : _____

20. Est-ce que le site Web a dépassé vos attentes, a satisfait vos attentes ou a déçu vos attentes ?

- A dépassé mes attentes
- A satisfait mes attentes COCHER UNE SEULE CASE
- A déçu mes attentes
- Trop tôt pour me prononcer

21. À l'aide de l'échelle ci-dessous, veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés ci-dessous au sujet du site Web.

	Tout à fait en désaccord 1	2	3	4	Tout à fait d'accord 5	NSP/NPR	S/O
Je comprends clairement comment les outils/ressources peuvent être utiles à mon organisation.	O	O	O	O	O	O	O
Les renseignements offerts dans le site Web sont clairs et faciles à comprendre.	O	O	O	O	O	O	O
La gamme d'outils et de ressources est complète (tous les outils et toutes les ressources nécessaires à la mise en œuvre d'une campagne de sensibilisation des employés au Défi d'une tonne sont fournis).	O	O	O	O	O	O	O
Les outils/ressources sont flexibles et permettent aux organisations d'adapter leur campagne de sensibilisation.	O	O	O	O	O	O	O
Les renseignements offerts dans le site Web ont motivé ou encouragé notre organisation à lancer une campagne de sensibilisation des employés au Défi d'une tonne.	O	O	O	O	O	O	O
Je comprends le but du Défi d'une tonne et son lien avec le changement climatique.	O	O	O	O	O	O	O

SECTION 4 : CONNAISSANCE ET UTILISATION D'OUTILS ET DE RESSOURCES EN PARTICULIER

22. Veuillez indiquer si vous connaissez et avez utilisé les outils et ressources ci-dessous, disponibles dans le site Web.

	Je connais l'outil		J'ai utilisé l'outil	
	Oui	Non	Oui	Non
Affiches téléchargeables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exemples ou modèles de courriels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle d'article présentant le Défi d'une tonne / Histoires de réussite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Présentations PowerPoint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outils/modèles en matière de relations avec les médias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bon de commande de publications gratuites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activités et conseils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeu-questionnaire sur les changements climatiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foire aux questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glossaire du changement climatique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grille de réduction de la consommation d'énergie à la maison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan de travail du spécimen de campagne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lien vers le <i>Calculateur de GES</i> à partir du site Intranet du ministère	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle de rapport / Rapport sur la sensibilisation des employés au Défi d'une tonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certificat de reconnaissance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos/images téléchargeables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programmes en efficacité énergétique accessibles par liens vers le site Web de l'Office de l'efficacité énergétique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle de campagne (p. ex., clinique de pression des pneus)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SI N'A UTILISÉ AUCUN OUTIL NI AUCUNE RESSOURCE, ALLER À LA SECTION 8

23. Veuillez indiquer dans quelle mesure vous êtes satisfait(e) de chacun des outils ou de chacune des ressources que vous avez utilisés.

	Satisfaction globale					
	Très insatisfait(e) 1	2	3	4	Très satisfait(e) 5	Je ne sais pas / Incertain(e)
Affiches téléchargeables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exemples ou modèles de courriels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle d'article présentant le Défi d'une tonne / Histoires de réussite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Présentations PowerPoint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outils/modèles en matière de relations avec les médias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bon de commande de publications gratuites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activités et conseils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeu-questionnaire sur les changements climatiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foire aux questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glossaire du changement climatique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grille de réduction de la consommation d'énergie à la maison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan de travail du spécimen de campagne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lien vers le <i>Calculateur de GES</i> à partir du site Intranet du ministère	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle de rapport / Rapport sur la sensibilisation des employés au Défi d'une tonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certificat de reconnaissance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos/images téléchargeables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programmes en efficacité énergétique accessibles par liens vers le site Web de l'Office de l'efficacité énergétique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modèle de campagne (p. ex., clinique de pression des pneus)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

AFFICHES

À L'INTENTION DES RÉPONDANTS AYANT UTILISÉ LES AFFICHES.

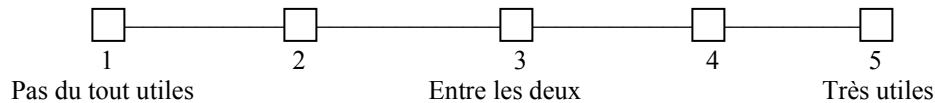
24. On peut obtenir une affiche pour chacun des thèmes suivants. Lesquelles avez-vous utilisées ?

- | | | |
|----------------------------------|-----|-------------------|
| Présentation du Défi d'une tonne | [] | |
| Au travail | [] | COCHER TOUTES LES |
| Sur la route | [] | CASES APPLICABLES |

25. Comment avez-vous utilisé les affiches ?

- | | | |
|---|-------|-------------------|
| Affichées dans des endroits très achalandés | [] | |
| Utilisées dans le cadre d'une présentation | [] | |
| Affichées à mon poste de travail | [] | COCHER TOUTES LES |
| Distribuées aux employés | [] | CASES APPLICABLES |
| Utilisées dans le cadre d'un événement | [] | |
| Autre (veuillez préciser) : | _____ | |

26. À l'aide de l'échelle ci-dessous, dans quelle mesure ces affiches sont-elles utiles pour mieux faire connaître le Défi d'une tonne et pour susciter de l'intérêt à cet égard ?



ACTIVITÉS ET CONSEILS

À L'INTENTION DES RÉPONDANTS AYANT UTILISÉ LES DOCUMENTS *ACTIVITÉS ET CONSEILS*.

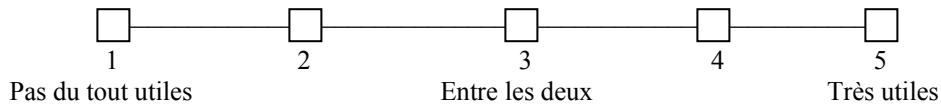
27. Un document intitulé *Activités et conseils* a été élaboré pour chacun des thèmes suivants. Lesquels avez-vous utilisés ?

- | | | |
|----------------------------------|-----|-------------------|
| Présentation du Défi d'une tonne | [] | |
| Au travail | [] | COCHER TOUTES LES |
| À la maison | [] | CASES APPLICABLES |
| Sur la route | [] | |
-

28. À l'aide de l'échelle ci-dessous, veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés ci-dessous au sujet des documents *Activités et conseils*.

	Tout à fait en désaccord 1	2	3	4	Tout à fait d'accord 5	NSP/NPR
Les documents <i>Activités et conseils</i> sont clairs et faciles à comprendre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les documents <i>Activités et conseils</i> offrent des renseignements utiles sur la marche à suivre pour réaliser une campagne de sensibilisation des employés.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les documents <i>Activités et conseils</i> offrent des suggestions utiles et réalistes pour réduire la consommation d'énergie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

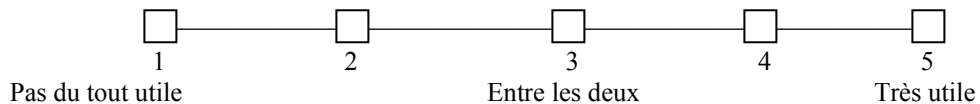
29. À l'aide de l'échelle ci-dessous, dans quelle mesure les documents *Activités et conseils* sont-ils utiles, dans l'ensemble, pour susciter l'intérêt des employés à l'égard du Défi d'une tonne et pour favoriser leur participation ?



MODÈLE DE PLAN DE TRAVAIL

À L'INTENTION DES RÉPONDANTS AYANT UTILISÉ LE MODÈLE DE PLAN DE TRAVAIL.

30. À l'aide de l'échelle ci-dessous, dans quelle mesure le modèle de plan de travail est-il utile pour planifier et mettre en œuvre une campagne de sensibilisation des employés ?



SECTION 5 : CAMPAGNE ET ACTIVITÉS DE SENSIBILISATION DES EMPLOYÉS

31. Lesquelles des activités suivantes avez-vous réalisées jusqu'à maintenant pour sensibiliser les employés de votre organisation au Défi d'une tonne et susciter leur intérêt ?

- | | | |
|--|-----|-------------------|
| Renseigné les employés sur le Défi d'une tonne / publicisé le Défi au sein de l'entreprise | [] | |
| Organisé un événement | [] | |
| Déjeuners-conférences | [] | |
| Incitatifs/cadeaux | [] | |
| Donné une présentation à la direction | [] | |
| Commandé/distribué le <i>Guide des conseils</i> du Défi d'une tonne aux employés | [] | COCHER TOUTES LES |
| Tenu un ou des concours / une compétition amicale au sein de l'organisation | [] | CASES APPLICABLES |
| Appuyé une activité du Défi d'une tonne dans la collectivité | [] | |
| Aucune de ces activités | [] | |
| Autre (préciser) : _____ | | |

Un des principaux objectifs de la *Trousse de sensibilisation des employés au Défi d'une tonne* est d'encourager les organisations à mettre en œuvre une campagne de sensibilisation des employés. Une campagne complète exige un engagement à l'égard des éléments ci-dessous; les organisations qui remplissent leur engagement pourraient recevoir une marque de reconnaissance du gouvernement du Canada :

- Présenter, au gouvernement du Canada, un plan de travail pour une campagne de sensibilisation des employés.
- S'engager à réaliser des activités de sensibilisation des employés pendant un an.
- Réaliser 2 ou 3 activités de sensibilisation pendant la campagne d'un an.
- Diffuser des messages au moins une fois par mois (comme des rappels, des messages de renforcement, etc.).
- Présenter un rapport au gouvernement du Canada en utilisant le modèle de rapport.

32. Avez-vous entrepris une campagne de sensibilisation des employés, telle que définie ci-dessus, ou vous êtes-vous engagé(e) à le faire ?

- | | | |
|-----------------------------------|-----|-----------------------|
| Oui, dans sa totalité | [] | |
| Oui, en partie | [] | COCHER UNE SEULE CASE |
| Non, mais je prévois le faire | [] | |
| Non et je ne prévois pas le faire | [] | |

SI A RÉPONDU « OUI, DANS SA TOTALITÉ » :

33. Veuillez indiquer lesquelles des activités suivantes sont en cours ou ont été réalisées et lesquelles vous prévoyez entreprendre.

Activités du programme de sensibilisation	En cours / Réalisée	Prévue
Présenter un plan de travail au gouvernement du Canada.	O	O
S'engager à réaliser des activités pendant un an.	O	O
Réaliser 2 ou 3 activités de sensibilisation.	O	O
Diffuser des messages une fois par mois.	O	O
Présenter un rapport selon le modèle fourni.	O	O

SI A RÉPONDU « OUI, EN PARTIE » :

34. Veuillez indiquer lesquelles des activités suivantes sont en cours ou ont été réalisées, lesquelles vous prévoyez entreprendre et lesquelles vous ne prévoyez pas entreprendre.

Activités du programme de sensibilisation	En cours / Réalisée	Prévue	Non prévue
Présenter un plan de travail au gouvernement du Canada.	O	O	O
S'engager à réaliser des activités pendant un an.	O	O	O
Réaliser 2 ou 3 activités de sensibilisation.	O	O	O
Diffuser des messages une fois par mois.	O	O	O
Présenter un rapport selon le modèle fourni.	O	O	O

SI PRÉVOIT ENTREPRENDRE UNE CAMPAGNE :

35. Veuillez indiquer lesquelles des activités suivantes vous prévoyez entreprendre.

Activités du programme de sensibilisation	Prévue
Présenter un plan de travail au gouvernement du Canada.	O
S'engager à réaliser des activités pendant un an.	O
Réaliser 2 ou 3 activités de sensibilisation.	O

Diffuser des messages une fois par mois.	O
Présenter un rapport selon le modèle fourni.	O

SI NE PRÉVOIT PAS ENTREPRENDRE UNE CAMPAGNE DE SENSIBILISATION DES EMPLOYÉS :

36. Pourquoi votre organisation n'a-t-elle pas entrepris une campagne de sensibilisation des employés ?

- Manque de temps []
- Manque d'organisation []
- Manque d'appui de la part de la direction [] COCHER TOUTES LES
- Coût / manque de ressources [] CASES APPLICABLES
- Doit accorder la priorité à d'autres dossiers []
- Manque d'intérêt chez les employés []
- Exigences en matière d'engagement []
- Autre (veuillez préciser) : _____

37. Parmi les facteurs suivants, lesquels représentent un obstacle ou vous empêchent de sensibiliser les employés et de susciter leur intérêt à l'égard du Défi d'une tonne, au sein de votre organisation ? COCHEZ TOUTES LES CASES APPLICABLES

- Manque de temps []
 - Manque d'intérêt en général []
 - Absence de ralliement autour du projet au sein de la direction []
 - Coût / ressources limitées [] COCHER TOUTES LES
 - Difficulté à démarrer, à s'organiser [] CASES APPLICABLES
 - Manque d'engagement []
 - Aucun obstacle []
 - Autre (veuillez préciser) : _____
-

SECTION 6 : MESURE DU RENDEMENT

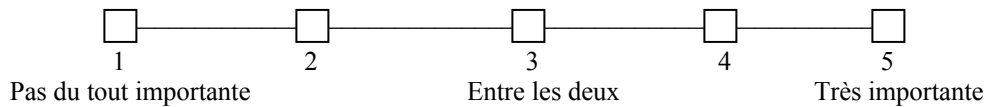
38. Comment qualifieriez-vous l'effet des outils et ressources que vous avez utilisés à chacune des fins présentées ci-dessous ? Veuillez indiquer s'ils ont eu, selon vous, un effet important, un effet modeste, un faible effet ou aucun effet. SI UN DES ÉLÉMENTS NE S'APPLIQUE PAS À VOUS, INDIQUEZ « S/O ».

Codes à utiliser dans ce tableau : I = Effet important M = Effet modeste F = Faible effet A = Aucun effet S/O = Sans objet	Importance de l'effet
Mieux faire connaître le Défi d'une tonne à vos employés.	
Donner aux employés les renseignements dont ils ont besoin pour réduire les émissions de gaz à effet de serre.	
Encourager/motiver les employés à relever le Défi d'une tonne/ réduire leurs émissions de GES.	
Encourager la direction à se rallier autour d'un programme de sensibilisation des employés.	
Contribuer aux programmes actuels de votre organisation en matière de responsabilité sociale ou d'environnement.	

À L'INTENTION DES RÉPONDANTS AYANT ENTREPRIS UNE CAMPAGNE DE SENSIBILISATION DES EMPLOYÉS (DANS SA TOTALITÉ OU EN PARTIE) :

La présentation d'un rapport au gouvernement du Canada constitue un des éléments d'une campagne de sensibilisation des employés.

39. À l'aide de l'échelle ci-dessous, selon vous, dans quelle mesure l'élaboration et la présentation d'un rapport au gouvernement du Canada, selon le modèle fourni, constitue-t-elles une partie importante d'une campagne de sensibilisation des employés au Défi d'une tonne ?



40. Votre organisation a-t-elle présenté un rapport sur votre campagne de sensibilisation des employés ?

- Oui [] ALLER À LA QUESTION 44
Non []

SI A RÉPONDU « NON » :

41. Pourquoi n'avez-vous pas présenté un rapport sur votre campagne de sensibilisation des employés ?

- Manque de temps []
 Doit accorder la priorité à d'autres dossiers []
 Manque d'intérêt [] COCHER TOUTES LES
 Ne vois pas l'intérêt de le faire [] CASES APPLICABLES
 Il n'est pas important pour notre organisation
 de faire un suivi de ce genre d'activités []
 Autre (veuillez préciser) : _____

42. Qu'est-ce qui encouragerait votre organisation à présenter un rapport au gouvernement du Canada, ou à continuer de le faire, ou qu'est-ce qui rendrait les choses plus faciles pour votre organisation à ce chapitre ?

- Outil de préparation de rapports électronique []
 Plus grande reconnaissance [] COCHER TOUTES LES
 Formulaire plus facile à remplir [] CASES APPLICABLES
 Utilisation d'une partie d'un rapport déjà présenté
 à une autre organisation (p. ex., ISO 14001,
 Conseil canadien des normes) []
 Rien []
 Autre (veuillez préciser) : _____

SECTION 8 : ORIENTATION FUTURE

43. En pensant à l'avenir, quelle utilité auraient les éléments suivants pour vous et votre organisation ? Veuillez répondre au moyen de l'échelle.

	Aucune utilité 1	2	3	4	Très utile 5	NSP/NPR
Adoption d'une approche plus prescriptive, où activités et calendriers seraient précisés, pour la mise en œuvre de votre campagne de sensibilisation des employés.	O	O	O	O	O	O
Facilitation de l'embauche d'un(e) consultant(e) qui participerait à la mise en œuvre de votre campagne de sensibilisation des employés.	O	O	O	O	O	O
La possibilité de commander des affiches (en plus de pouvoir les imprimer à partir du site Web)	O	O	O	O	O	O
La possibilité d'obtenir de plus grandes affiches.						
La possibilité d'obtenir des affiches sur lesquelles vous pourriez y apposer le logo de votre entreprise.						

44. Que proposez-vous pour améliorer le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne* (y compris ses outils et ressources) de sorte qu'il soit plus utile pour votre organisation ? Les suggestions peuvent être de tout genre; vous pourriez notamment suggérer d'autres outils ou ressources qui seraient utiles à votre organisation. Veuillez être précis(e).

45. Une prochaine étape de cette étude comportera de courtes entrevues téléphoniques afin de discuter plus en détail de certaines questions traitées dans ce questionnaire. Seriez-vous disposé(e) à ce qu'on vous invite à participer à cette deuxième étape de l'étude ? Le cas échéant, veuillez indiquer vos coordonnées ci-dessous; sachez que vos coordonnées ne seront pas associées à vos réponses.

Nom au complet : _____
Numéro de téléphone : _____
Courriel : _____

Merci. Voici la fin du questionnaire.
Nous vous sommes très reconnaissants de votre participation.

Mini-questionnaire – Inscrits ayant visité le site Web deux fois ou moins

LES RÉPONDANTS SERONT REDIRIGÉS VERS CE QUESTIONNAIRE À PARTIR DE LA QUESTION 11

46. Pourquoi n'avez-vous pas visité le site Web plus souvent ?

- Manque de temps []
Manque d'intérêt []
Absence de ralliement autour du projet
au sein de la direction [] COCHER TOUTES LES
Ne me suis joint(e)/inscrit(e) que récemment [] CASES APPLICABLES
Les renseignements/outils/ressources ne
semblent pas utiles []
Autre (veuillez préciser) : _____
-

47. Qu'avez-vous fait quand vous avez visité le site Web ?

- Parcouru/exploré le site rapidement []
Parcouru/exploré le site en détail []
Jeté un coup d'œil à des rubriques ou
aspects en particulier [] COCHER TOUTES LES
Téléchargé du matériel offert dans le site [] CASES APPLICABLES
Autre (veuillez préciser) : _____
-

SI A TÉLÉCHARGÉ DES OUTILS/RESSOURCES :

48. Quels outils ou quelles ressources avez-vous téléchargés ?

49. Avez-vous utilisé les outils ou les ressources que vous avez téléchargés ?

- Oui []
Non []
-

50. Avez-vous l'intention de visiter le site Web à nouveau ?

- Oui []
Non []
-

SI A RÉPONDU « NON » :

51. Qu'est-ce qui vous encouragerait ou vous motiverait à visiter et à utiliser le site Web ?

**Merci. Voici la fin du questionnaire.
Nous vous sommes très reconnaissants de votre participation.**

Invitation Email – Online Survey

Subject Line: Survey of Registrants of OTC Employee Awareness Toolkit Website

Dear X:

Phoenix SPI, an independent research firm, is conducting a survey for the Government of Canada among registrants of the One-Tonne Challenge Employee Awareness Toolkit website. The purpose is to learn about registrants' use of the website to better understand their needs and expectations.

We would like to invite you to take part in this research. The survey should take no more than 15 minutes to complete and can be accessed through this URL: [enter URL]. When there, type in your password: [enter password]. We ask that you complete the survey as soon as possible, and no later than **March 10, 2006**.

Please complete the survey even if you have not used the website since you registered on the site or have used it infrequently (the questionnaire is very short if this is the case).

Please be assured that your responses will be treated in confidence – no individuals or organizations will be identified in any way. If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Sincerely,

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Courriel d'invitation – sondage en ligne

Objet : Sondage auprès des personnes qui ont accès à la *Trousse de sensibilisation des employés au Défi d'une tonne*

[Salutation – Madame ou Monsieur, selon le cas – ne jamais mettre le nom de famille]

Le gouvernement du Canada a mandaté Phoenix SPI, une firme de recherche indépendante, pour effectuer un sondage auprès des personnes qui se sont inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*. Ce sondage nous permettra d'en apprendre davantage sur leur utilisation du site Web et de mieux comprendre leurs besoins et leurs attentes.

Nous aimerions vous inviter à participer à cette importante recherche. Une quinzaine de minutes suffiront pour répondre au sondage et vous pouvez y accéder à l'adresse suivante : [entrez l'adresse]. Entrez ensuite votre mot de passe : [entrez le mot de passe]. Nous vous demandons de soumettre votre sondage dûment rempli au plus tard **le 10 mars 2006**.

Auriez-vous l'amabilité de répondre au sondage même si vous n'êtes pas retourné(e) sur le site Web depuis votre inscription ou si vous ne le consultez que rarement (le questionnaire est très bref lorsque c'est le cas).

Vos réponses demeureront strictement confidentielles et nous respecterons l'anonymat des personnes et des organismes qui auront répondu. Pour toute question, veuillez communiquer avec Philippe Azzie chez Phoenix au (613) 260-1700, poste 222 ou à l'adresse suivante : pazzie@phoenixspi.ca.

Salutations distinguées,

Stephen Kiar
Président
Phoenix SPI
www.phoenixspi.ca

First Email Reminder – Online Survey

Dear X:

Approximately one week ago, we invited you to take part in a survey we are conducting for the Government of Canada with registrants of the One-Tonne Challenge Employee Awareness Toolkit website. Please take the time to participate in this important research. Your feedback will help ensure that the website and its tools/resources are as effective as possible.

The survey should take no more than 15 minutes to complete, and can be accessed through this URL: [enter URL]. When there, type in your password: [enter password]. We ask that you complete the survey **by March 10, 2006**.

Please complete the survey even if you have not used the website since you registered on the site or have used it infrequently (the questionnaire is very short if this is the case).

Please be assured that your responses will be treated in confidence – no individuals or organizations will be identified in any way. If you have any questions, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Premier rappel acheminé par courriel – sondage en ligne

[Salutation – Madame ou Monsieur, selon le cas – ne jamais mettre le nom de famille]

Il y a environ une semaine, nous vous avons invité(e) à participer au sondage que nous effectuons, au nom du gouvernement du Canada, auprès des personnes qui se sont inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*. Nous vous prions de bien vouloir prendre le temps de participer à cette importante recherche. Vos commentaires nous aideront à améliorer le site Web pour accroître l'efficacité des outils et des ressources qu'il offre.

Le sondage est d'une durée approximative de 15 minutes et vous pouvez y accéder à l'adresse suivante : [entrez l'adresse]. Lorsqu'on vous le demandera, entrez votre mot de passe : [entrez le mot de passe]. Nous vous demandons de soumettre votre sondage dûment rempli au plus tard le **10 mars 2006**.

Auriez-vous l'amabilité de répondre au sondage même si vous n'êtes pas retourné(e) sur le site Web depuis votre inscription ou si vous ne le consultez que rarement (le questionnaire est très bref lorsque tel est le cas).

Vos réponses demeureront strictement confidentielles et nous respecterons l'anonymat des personnes et des organismes qui auront répondu. Pour toute question, veuillez communiquer avec Philippe Azzie chez Phoenix au (613) 260-1700, poste 222 ou à l'adresse suivante : pazzie@phoenixspi.ca.

Merci.

Stephen Kiar
Président
Phoenix SPI
www.phoenixspi.ca

Final Email Reminder – Online Survey

Dear X:

Approximately two weeks ago, we invited you to take part in a survey we are conducting for the Government of Canada with registrants of the One-Tonne Challenge Employee Awareness Toolkit website.

Please take the time to participate in this important research. The survey can be accessed through this URL: [enter URL]. When there, type in your password: [enter password]. We ask that you complete the survey by **March 10, 2006**.

Please complete the survey even if you have not used the website since you registered on the site or have used it infrequently (the questionnaire is very short if this is the case).

Thank you very much.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Dernier rappel acheminé par courriel – sondage en ligne

[Salutation – Madame ou Monsieur, selon le cas – ne jamais mettre le nom de famille]

Il y a environ deux semaines, nous vous avons invité(e) à participer au sondage que nous effectuons, au nom du gouvernement du Canada, auprès des personnes qui se sont inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*.

Nous vous prions de bien vouloir prendre le temps de participer à cette importante recherche. Vous pouvez accéder au sondage à l'adresse suivante : [entrez l'adresse]. Entrez ensuite votre mot de passe : [entrez le mot de passe]. Nous vous demandons de soumettre votre sondage dûment rempli au plus tard **le 10 mars 2006**.

Auriez-vous l'amabilité de répondre au sondage même si vous n'êtes pas retourné(e) sur le site Web depuis votre inscription ou si vous ne le consultez que rarement (le questionnaire est très bref lorsque tel est le cas).

Merci.

Stephen Kiar
Président
Phoenix SPI
www.phoenixspi.ca

Additional Email Reminder – Online Survey

Subject Line: Last Reminder – OTC Employee Awareness Toolkit Website Survey

Dear X:

To date, well over 100 respondents have completed our on-line survey of registrants of the One-Tonne Challenge Employee Awareness Toolkit website. This represents a very respectable response rate of over 30%.

However, we would like to hear from as many registrants as possible before we finalize the data and prepare the report. To ensure that everyone has time to respond, we have extended the completion deadline by a few days to **March 16th, 2006**.

This is the final reminder we will be sending out, so please take the time to participate in this important research. The survey can be accessed through this URL: [enter URL]. When there, type in your password: [enter password].

Thank you very much.

Stephen Kiar
President
Phoenix SPI
www.phoenixspi.ca

Rappel additionnel acheminé par courriel – sondage en ligne

Sujet : Dernier rappel - sondage en ligne auprès des personnes inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*.

[Salutation – Madame ou Monsieur, selon le cas – ne jamais mettre le nom de famille]

Jusqu'à date, plus de 100 répondants ont complété notre sondage en ligne auprès des personnes qui se sont inscrites sur le site Web de la *Trousse de sensibilisation des employés au Défi d'une tonne*. Ceci représente un taux de réponse de plus de 30% ce qui est très respectable.

Pourtant, nous aimerions recevoir la rétroaction d'autant de personnes qui se sont inscrites sur le site Web que possible avant de terminer le sondage et de préparer le rapport. Afin d'assurer que tout le monde ait le temps de répondre, nous avons repoussé la date limite pour compléter le sondage de quelques jours jusqu'au **16 mars, 2006**.

Ceci est le dernier rappel que nous enverrons et donc nous vous prions de bien vouloir prendre le temps de participer à cette importante recherche. Vous pouvez accéder au sondage à l'adresse suivante : [entrez l'adresse]. Entrez ensuite votre mot de passe : [entrez le mot de passe].

Merci beaucoup.

Stephen Kiar
Président
Phoenix SPI
www.phoenixspi.ca

**One-Tonne Challenge (OTC)
Employee Awareness Program Website**

In-Depth Interview Guide (Website Users)

Initial contact:

- Determine if person is willing to take part in interview (modify if person has been pre-recruited through online survey).
 - Obtain agreement in principle and then email/fax discussion guide. Schedule time for interview, if possible.
 - Interview would take about 30-40 minutes (more if needed and respondent is agreeable)

Subsequent contact:

- Refer to guide that was sent to them. Determine if person has reviewed the website and is available for an interview. Re-fax/email guide if needed. If not available or site has not been reviewed, try to schedule for another time.
- Note that responses are confidential (name/position/organization to be included on participant list if respondent agrees – encourage this)
- Record name, position, organization, phone number, and length of interview.
- Key issues:
 - Are registrants undertaking employee awareness programs? If not, why not? If so, what are they doing?
 - How to encourage reporting back to GoC?
 - What can be done to improve the program?

Expectations and Use of Website

1. Could you briefly describe when and how you became aware of the website? Why did you register at the site?
2. What expectations did you have, if any, when you registered at the website?
3. How has the site measured up to your expectations? Please explain.
4. In total, approximately how many times have you visited the site?
5. Could you describe what you have done during your visits to the website? What did you look at, what was of most interest to you? Have you downloaded any of the tools or resources?

Probe: - browsed site, viewed or downloaded tools/resources, used GHG calculator, etc.

IF TOOLS/RESOURCES DOWNLOADED:

6. Which tools or resources have you actually used? Any others?

Probe: - posters, presentations, activities & tips, work plan,
reporting template, emails etc.

IF NO TOOLS/RESOURCES DOWNLOADED:

7. Why have you not used any tools or resources to date? Any other reasons?

Probe: - lack of time/interest
- lack of buy-in from management
- tools/resources do not seem useful

8. Do you plan to use any tools or resources in the future? If so, which tools?

Perceptions of Website

9. What is your overall impression of the website? Why do you say that?

10. In your opinion, what are the main strengths of the website? Any others?

11. And what are its main weaknesses or areas in need of improvement? Anything else?

12. Is the site well organized and easy to use? If not, why not?

13. Have you encountered any problems when using the website or any of its tools or resources? If so, what problems?

14. Are there any features that are not useful and could be removed? If so, which ones?

Focus on Tools/Resources

15. Overall, how would you rate the value or usefulness of the tools and resources that you have used to you and your organization? Why do you say this?

You mentioned that you have used ASK FOLLOWING QUESTIONS ABOUT EACH TOOL USED (UP TO A MAXIMUM OF THREE TOOLS)

16. What specifically have you used this tool/resource for? How did you use it?

Probe: - how/where was tool used
- frequency of use
- target audience

17. How useful or valuable has it been in this regard? Did it address your needs? Please explain.

Probe: -impact/effect and how measured

18. Is this tool/resource easy to use? Why/why not?

19. Is anything missing from this tool/resource, any 'gaps' that need to be filled?

20. As far as you know, what use, if any, is being made of this tool/resource by others in your organization?

21. Have you received any feedback on it, either from employees or members of senior management? If so what?

22. How adaptable is this tool/resource? Has it been easy to integrate it into the daily working life of your organization? Please explain.

23. What could be done to improve the usefulness or value of this tool/resource to you and your organization?

Probe: - includes maximizing usage

Employee Awareness Activities and Campaign

One of the main goals of the OTC Employee Awareness Toolkit is to encourage organizations to implement an employee awareness campaign.

24. Has your organization undertaken or committed itself to an employee awareness campaign?

Probe: - full campaign vs. partial campaign (both relevant)
- timeframe (start date and end date), duration

IF INVOLVED IN/COMMITTED TO CAMPAIGN:

25. What objectives have you set for the campaign? That is, what specifically were you trying to achieve?

26. Is/was the campaign conducted in one work location or more than one?

Probe: - number of employee targeted

27. What types of activities are completed, underway, or planned?

28. How would you assess your campaign to date? Do you have a sense of whether or not employees are engaged or interested in the One-Tonne Challenge? Are they taking action? If so, how?

29. There are three basic areas of focus for an employee awareness campaign: at work, on the road, and at home. Is your organization's campaign focusing in all three areas? If not, which one(s) are you focusing on? Why not the other(s)?
30. Have you encountered any barriers or obstacles in conducting your campaign? If so, what? How did you address this? What could be done by the Government of Canada, through the website tools and resources, to assist you in this area?

IF NO CAMPAIGN PLANNED:

31. Why hasn't your organization undertaken an employee awareness campaign? Any other reasons?

Probe: - Lack of time
 - Lack of organization
 - Lack of support/interest

32. What, if anything could be done to encourage your organization to launch an employee awareness campaign, either fully or in part?

Measurement Issues

33. In your opinion, what criteria should be used to determine or measure the success of an employee awareness campaign? Why? Anything else?

IF INVOLVED IN/COMMITTED TO CAMPAIGN:

34. How would you assess your own organization's campaign according to these same criteria?
35. How important is public recognition of your efforts and success in implementing an employee awareness campaign? What form could this take?
36. Submitting a report to the government is one of the activities associated with an employee awareness campaign. In your opinion, how important is this? Why?

IF INVOLVED IN/COMMITTED TO CAMPAIGN:

37. Has your organization submitted a report on your employee awareness campaign? If yes, how easy was it to do? If not, why not? Did you consider doing this? Did you look at what was involved in submitting a report? If so, what did you think about the requirements?

NOTE: IF RESPONDENT WAS NOT AWARE OF REPORT TEMPLATE, ASK IF WE CAN SEND HIM/HER COPY TO LOOK AT IMMEDIATELY AND DISCUSS (DURING SAME INTERVIEW – ONLY ONE PAGE FORM). IF YES, SEND REPORTING TEMPLATE.

38. To date, few registrants have submitted a report on their employee awareness campaign to the federal government. What do you think could be done to encourage organizations that undertake a campaign to submit a report to the government? How about using existing section of a report that highlights employee awareness activities, such as ISO 14001 or Canadian Standards Council (formerly VCR)... would this work?

Probe: -electronic reporting
 -increased recognition
 -easier process/requirements

Future Directions

39. What, if anything, could be done to improve the usefulness of the tools/resources available on the website to maximize their use by organizations like yours?

40. Are there any other tools or resources that would be useful or valuable to you and your organization? If so what?

41. What other suggestions or recommendations can you offer for improving the OTC Employee Awareness Toolkit? Anything else?

42. What do you think about an approach that would focus on a few key behaviours only, perhaps five key things, such as anti-idling, using a programmable thermostat, and purchasing compact fluorescent light bulbs, instead of focusing on a broad range of behaviours... would this make it easier to do an employee awareness campaign, easier to get people to participate?

43. What do you think about a more prescriptive approach, where a tool would be made available that would provide you or others with a fully-laid-out employee awareness campaign, where specific activities and timeframes are identified for you that would make up your campaign? Would this be useful to you? Why/Why not?

Conclusion

44. Do you have any final comments or ideas you'd like to suggest before we conclude the interview?

**THANK YOU VERY MUCH FOR YOUR TIME AND THOUGHTFUL FEEDBACK.
IT IS VERY MUCH APPRECIATED.**

Défi d'une tonne (DUT)
Site Web du programme de sensibilisation des employés

Guide pour les entrevues en profondeur (utilisateurs du site Web)

Premier contact :

- Vérifiez si la personne est disposée à participer à l'entrevue (modifiez si la personne a déjà été recrutée dans le cadre du sondage en ligne).
 - Obtenez son consentement et envoyez-lui le guide d'entrevue par courriel ou par télécopieur. Fixez la date et l'heure de l'entretien, si possible.
 - L'entretien durera de 30 à 40 minutes (ou plus, au besoin, avec le consentement du répondant).

Contact suivant :

- Faites référence au guide qui a été envoyé au répondant. Vérifiez s'il a visité le site Web et s'il est disponible pour un entretien. Au besoin, envoyez à nouveau le guide par courriel ou par télécopieur. S'il n'est pas disponible ou s'il n'a pas visité le site, convenez d'un autre moment pour l'entretien.
- Soulignez que les réponses seront traitées de façon confidentielle (on inscrira le nom et le titre du répondant ainsi que le nom de l'organisation sur la liste des répondants, avec la permission du répondant – encouragez son consentement).
- Notez le nom et le titre du répondant, le nom de l'organisation, le numéro de téléphone et la durée de l'entretien.
- Thèmes principaux :
 - Les inscrits mettent-ils en place des programmes de sensibilisation des employés? Si non, pourquoi? Si oui, que font-ils?
 - Comment encourager la production de rapports à l'intention du gouvernement du Canada?
 - Comment peut-on améliorer le programme?

Attentes à l'égard du site Web et utilisation du site

1. Pourriez-vous expliquer brièvement quand et comment vous avez appris l'existence du site Web? Pourquoi vous êtes-vous inscrit(e) à ce site?
2. Quelles étaient vos attentes quand vous vous êtes inscrit(e) à ce site?
3. Dans quelle mesure le site a-t-il répondu à vos attentes? Veuillez expliquer.
4. Au total, combien de fois, environ, avez-vous visité le site?
5. Pourriez-vous décrire ce que vous avez fait lors de vos visites? À quoi avez-vous jeté un coup d'œil, qu'est-ce qui vous intéressait le plus? Avez-vous téléchargé des outils ou des ressources?

Sondez : - exploré le site, jeté un coup d'œil aux outils/ressources, téléchargé des outils/ressources, utilisé le Calculateur de GES, etc.

SI LE RÉPONDANT A TÉLÉCHARGÉ DES OUTILS/RESSOURCES :

6. Quels outils ou quelles ressources avez-vous utilisés? Y en a-t-il d'autres?

Sondez : - affiches, présentations, activités et conseils, plan de travail, modèle de rapport, courriels, etc.

S'IL N'A TÉLÉCHARGÉ AUCUN OUTIL NI AUCUNE RESSOURCE :

7. Pourquoi n'avez-vous utilisé aucun des outils ni aucune des ressources jusqu'à présent? Y a-t-il d'autres raisons?

Sondez : - manque de temps ou d'intérêt
- absence de ralliement autour du projet au sein de la direction
- outils/ressources ne semblent pas utiles

8. Prévoyez-vous utiliser certains outils ou certaines ressources à l'avenir? Si oui, lesquels?

Opinion du répondant à l'égard du site Web

9. Que pensez-vous du site Web, dans son ensemble? Pourquoi dites-vous cela?

10. Selon vous, quels sont les principaux points forts du site Web? Autre chose?

11. Et quels sont ses principaux points faibles ou les aspects à améliorer? Autre chose?

12. Le site est-il bien organisé et facile à utiliser? Si non, pourquoi?

13. Avez-vous eu des difficultés au moment de visiter le site Web ou d'utiliser ses outils ou ses ressources? Si oui, décrivez ces difficultés.

14. Est-ce que certaines fonctions ou rubriques sont inutiles et pourraient être éliminées? Si oui, lesquelles?

Outils et ressources

15. En général, dans quelle mesure diriez-vous que les outils et les ressources que vous avez utilisés ont été utiles pour vous et votre organisation? Pourquoi dites-vous cela?

Vous avez dit avoir utilisé... [POSEZ LES QUESTIONS SUIVANTES AU SUJET DE CHAQUE OUTIL UTILISÉ (TROIS OUTILS TOUT AU PLUS)].

16. À quelle fin avez-vous utilisé cet outil ou cette ressource? Comment l'avez-vous utilisé(e)?

Sondez : - comment/où l’outil ou la ressource a été utilisé(e)
 - fréquence d’utilisation
 - groupe cible

17. Dans quelle mesure diriez-vous que cet outil ou cette ressource a été utile à cet égard? A-t-il (elle) répondu à vos besoins? Veuillez expliquer.

Sondez : - répercussions/résultats et comment ceux-ci ont été mesurés

18. Est-ce que cet outil ou cette ressource est facile à utiliser? Pourquoi/pourquoi pas?

19. Est-ce que cet outil ou cette ressource présente des lacunes?

20. À votre connaissance, comment les autres membres de votre organisation utilisent-ils cet outil ou cette ressource, s’ils l’utilisent?

21. Avez-vous reçu des commentaires sur cet outil ou cette ressource de la part des employés ou de la haute direction? Si oui, quels étaient ces commentaires?

22. Dans quelle mesure diriez-vous que cet outil ou cette ressource est adaptable? A-t-il été facile de l’intégrer à la vie quotidienne de votre organisation? Veuillez expliquer.

23. Que pourrait-on faire pour améliorer l’utilité de cet outil ou de cette ressource pour vous et votre organisation?

Sondez : - y compris en maximiser l’utilisation

Campagne et activités de sensibilisation des employés

Un des principaux objectifs de la *Trousse de sensibilisation pour les employés du Défi d’une tonne* est d’encourager les organisations à mettre en œuvre une campagne de sensibilisation des employés.

24. Votre organisation a-t-elle entrepris une campagne de sensibilisation des employés ou s’est-elle engagée à le faire?

Sondez : - campagne complète ou partielle (les deux sont pertinentes)
 - calendrier (date du début et de la fin), durée

SI UNE CAMPAGNE EST ENTREPRISE OU PRÉVUE :

25. Quels sont les objectifs de la campagne? Autrement dit, que souhaitez-vous réaliser?

26. La campagne se déroule-t-elle, ou s’est-elle déroulée, dans un seul lieu de travail ou dans plusieurs?

Sondez : - nombre d'employés visés

27. Quel genre d'activités ont été réalisées ou sont présentement en cours ou prévues?
28. Comment évalueriez-vous votre campagne jusqu'à maintenant? Pensez-vous que les employés s'intéressent au Défi d'une tonne ou non? Participent-ils? Si oui, comment?
29. Toute campagne de sensibilisation des employés comporte trois volets : l'économie d'énergie au travail, sur la route et à la maison. La campagne entreprise par votre organisation touche-t-elle les trois volets? Si non, quel(s) volet(s) touche-t-elle? Pourquoi n'inclut-elle pas l'autre ou les autres volet(s)?
30. Avez-vous rencontré des obstacles durant votre campagne? Si oui, lesquels? Qu'avez-vous fait pour tenter de les surmonter? Que pourrait faire le gouvernement du Canada, par l'intermédiaire des outils et des ressources dans le site Web, pour vous aider à ce chapitre?

SI AUCUNE CAMPAGNE N'EST PRÉVUE :

31. Pourquoi votre organisation n'a-t-elle pas entrepris une campagne de sensibilisation des employés? Y a-t-il d'autres raisons?

Sondez : - manque de temps
- manque d'organisation
- manque d'appui ou d'intérêt

32. Que pourrait-on faire pour encourager votre organisation à lancer une campagne de sensibilisation des employés, soit une campagne complète ou une campagne partielle?

Critères de mesure

33. Selon vous, quels critères devrait-on utiliser pour évaluer ou mesurer le succès d'une campagne de sensibilisation des employés? Pourquoi? Autre chose?

SI UNE CAMPAGNE EST ENTREPRISE OU PRÉVUE :

34. Comment évalueriez-vous la campagne de votre organisation selon ces mêmes critères?
35. Dans quelle mesure est-il important qu'on reconnaisse publiquement vos efforts et votre succès dans la mise en œuvre d'une campagne de sensibilisation des employés? Quelle forme pourrait prendre cette reconnaissance?

36. La présentation d'un rapport au gouvernement du Canada constitue un des éléments d'une campagne de sensibilisation des employés. Quelle importance accordez-vous à cette activité? Pourquoi?

SI UNE CAMPAGNE EST ENTREPRISE OU PRÉVUE :

37. Votre organisation a-t-elle présenté un rapport sur votre campagne de sensibilisation des employés? Si oui, dans quelle mesure la préparation de ce rapport a-t-elle été facile? Si non, pourquoi? Avez-vous considéré le faire? Avez-vous pris connaissance de ce que comporte la présentation d'un rapport? Si oui, que pensez-vous de ce qui vous est demandé?

NOTA : SI LE RÉPONDANT N'ÉTAIT PAS AU COURANT DU MODÈLE DE RAPPORT, OFFRIR DE LUI EN ENVOYER UN EXEMPLAIRE POUR QU'IL L'Étudie IMMÉDIATEMENT ET QU'IL PUISSE EN DISCUTER (LORS DE LA PRÉSENTE ENTREVUE – IL S'AGIT D'UN FORMULAIRE D'UNE SEULE PAGE). LE CAS ÉCHÉANT, ENVOYEZ LE MODÈLE DE RAPPORT.

38. Jusqu'à présent, peu d'inscrits ont présenté un rapport au gouvernement fédéral sur leur campagne de sensibilisation des employés. Que pourrait-on faire pour encourager les organisations, qui mettent en œuvre une campagne, à présenter un rapport au gouvernement? Et si on pouvait reprendre une section traitant des activités de sensibilisation des employés faisant partie d'un rapport déjà présenté à une autre organisation, – comme l'Organisation internationale de normalisation (ISO 14001) ou le Conseil canadien des normes (autrefois appelé Mesures volontaires et registre) –, est-ce que cela encouragerait les organisations à présenter un rapport?

Sondez : - rapport électronique
 - plus grande reconnaissance
 - processus plus facile/exigences moins grandes

Orientation future

39. Que pourrait-on faire pour améliorer l'utilité des outils et des ressources disponibles dans le site Web de sorte que les organisations comme la vôtre y aient davantage recours?
40. Est-ce que d'autres outils ou ressources vous seraient utiles ou seraient utiles à votre organisation? Si oui, lesquels?
41. Quelles autres suggestions ou recommandations feriez-vous pour améliorer la *Trousse de sensibilisation pour les employés du Défi d'une tonne*? Autre chose?
42. Selon vous, au lieu de traiter d'une vaste gamme de comportements, serait-il préférable de mettre l'accent sur quelques comportements seulement, disons cinq, comme le fait de ne pas laisser tourner le moteur de sa voiture au ralenti, d'utiliser un thermostat programmable et d'acheter des ampoules fluorescentes compactes?

Une telle approche faciliterait-elle la réalisation d'une campagne de sensibilisation des employés ou serait-elle susceptible d'accroître leur participation?

43. Que penseriez-vous d'une approche plus prescriptive dans le cadre de laquelle on fournirait aux organisations un document où tous les aspects d'une campagne de sensibilisation des employés seraient déjà planifiés, où les activités de la campagne de sensibilisation et les calendriers seraient déjà précisés? Une telle approche vous serait-elle utile? Pourquoi/pourquoi pas?

Conclusion

44. Avez-vous d'autres commentaires ou d'autres idées à formuler avant de conclure cet entretien?

**MERCI DE VOTRE TEMPS ET DE VOS PRÉCIEUX COMMENTAIRES.
NOUS VOUS EN SOMMES TRÈS RECONNAISSANTS.**

Government of Canada
Employee Awareness Toolkit Website
In-Depth Interview Guide (Non-Users)

Initial contact:

- Determine if person is willing to take part in interview (modify if person has been pre-recruited through online survey).
 - Obtain agreement in principle and then email/fax discussion guide. Schedule time for interview, if possible.
 - Interview would take about 15-20 minutes.

Subsequent contact:

- Refer to guide that was sent to them. Determine if person has reviewed the website and is available for an interview. Re-fax/email guide if needed. If not available or site has not been reviewed, try to schedule for another time.
- Note that responses are confidential (name/position/organization to be included on participant list if respondent agrees – encourage this)
- Record name, position, organization, phone number, and length of interview.
- Key issues:
 - Why the website is not being used.
 - How to encourage use of the website/employee awareness campaigns.

Perceptions and Use of Website

1. Could you briefly describe when and how you became aware of the website? When did you register at the site? Why did you register?
2. What expectations did you have, if any, when you registered at the website?
3. In total, how many times have you visited the site?
4. Why have you not used or visited the website more often?
5. What is your overall impression of the website? Why do you say that?
6. Could you describe what you have done at the website? What did you look at? Have you downloaded and/or used any of the tools or resources?

IF TOOLS/RESOURCES DOWNLOADED:

7. Which tools or resources have you downloaded from the website? Any others?
8. Which of these tools or resources have you actually used? How did you use them?

IF NO TOOLS/RESOURCES DOWNLOADED:

9. Why have you not downloaded any tools or resources to date? Any other reasons?

Probe: - lack of time/interest
 -lack of buy-in from management
 -tools/resources do not seem useful

10. Do you plan to download any tools or resources in the future? If so, which tools?

11. Have you received any feedback from other users of the website or people in your organization about the website or its tools and resources? If so, what feedback?

12. As far as you know, what use, if any, is being made of this tool/resource by others in your organization?

13. Do you plan to visit the website in the future? If so, why? If not, why not?

14. What would encourage or motivate you to visit the website and use and its tools and resources?

15. What, if anything, could be done to improve the usefulness of the tools/resources available on the website to your organization? Are there any other tools or resources that would be useful or valuable to your organization? If so what?

16. Do you have any final comments or suggestions?

**THANK YOU VERY MUCH FOR YOUR TIME AND THOUGHTFUL FEEDBACK.
IT IS VERY MUCH APPRECIATED.**

Gouvernement du Canada

Site Web de la *Trousse de sensibilisation pour les employés au Défi d'une tonne*

Guide d'entrevue en profondeur (non-utilisateurs)

Première communication :

- Déterminer si la personne est disposée à participer à l'entrevue (à modifier si la personne a été présélectionnée par le biais d'un sondage en ligne).
 - Obtenir l'acceptation de principe, puis envoyer le guide de discussion par courriel ou par télécopieur. Si possible, prendre rendez-vous pour l'entrevue.
 - L'entrevue durera de 15 à 20 minutes.

Communication subséquente :

- Demander à la personne de se référer au guide qu'elle a reçu. Déterminer si elle a visité le site Web et si elle est disponible pour l'entrevue. Au besoin, envoyer de nouveau le guide par courriel ou par télécopieur. Si la personne n'est pas disponible ou si elle n'a pas examiné le site Web, fixez un autre rendez-vous.
- Mentionner que les réponses demeureront confidentielles (nom / poste / organisme à inclure sur la liste des participants si le répondant y consent – encourager le répondant à accepter).
- Noter le nom, le poste, l'organisme, le numéro de téléphone et la durée de l'entrevue.
- Points clés :
 - Pourquoi le site Web n'est pas utilisé.
 - Comment inciter les gens à utiliser le site Web et à participer aux campagnes de sensibilisation pour les employés.

Perceptions et utilisation du site Web

1. Pouvez-vous expliquer quand et comment vous avez pris connaissance de ce site Web? Quand vous êtes-vous inscrit(e) sur le site? Pourquoi vous êtes-vous inscrit(e)?
2. Quelles étaient vos attentes lors de l'inscription?
3. En tout, combien de fois avez-vous visité le site Web?
4. Pourquoi n'avez-vous pas utilisé ou visité le site Web plus souvent?
5. Dans l'ensemble, que pensez-vous du site Web? Pourquoi dites-vous cela?
6. Pouvez-vous expliquer ce que vous avez fait sur le site Web? Qu'est-ce que vous avez regardé? Avez-vous téléchargé ou utilisé les outils ou les ressources?

SI A TÉLÉCHARGÉ DES OUTILS OU DES RESSOURCES :

7. Quels outils ou ressources avez-vous téléchargés? Y en a-t-il d'autres?
8. Lesquels de ces outils ou ressources avez-vous utilisés? Comment les avez-vous utilisés?

SI N'A PAS TÉLÉCHARGÉ D'OUTILS OU DE RESSOURCES :

9. Pourquoi n'avez-vous pas encore téléchargé d'outils ou de ressources? Y a-t-il d'autres raisons?

Sondez : -Manque de temps ou d'intérêt
 -Manque de volonté de la part de la direction
 -Les outils et les ressources ne semblent pas utiles

10. Prévoyez-vous télécharger des outils ou des ressources? Si oui, lesquels?
11. Avez-vous entendu des commentaires d'autres utilisateurs ou de collègues de travail concernant le site Web ou les outils et les ressources qui s'y trouvent? Si oui, qu'avez-vous entendu?
12. À votre connaissance, comment vos collègues utilisent-ils les outils ou les ressources?
13. Prévoyez-vous visiter de nouveau? Si oui, pourquoi? Si non, pourquoi pas?
14. Qu'est-ce qui vous inciterait à visiter le site Web et à utiliser les outils et les ressources qui s'y trouvent?
15. Selon vous, quels changements pourrait-on apporter aux outils et aux ressources qui se trouvent sur le site Web pour les rendre plus utiles pour votre organisme? Y a-t-il d'autres outils ou ressources qui seraient utiles ou profitables pour votre organisme? Si oui, quoi?
16. Avez-vous des commentaires ou des suggestions avant de terminer?

MERCI DU TEMPS QUE VOUS NOUS AVEZ ACCORDÉ. VOS COMMENTAIRES SONT TOUJOURS LES BIENVENUS.