

Communications Plan

You can use this to tailor your own communications plan suited for your workplace. This will help you to inform employees about the campaign and how they can participate.

By providing simple information and showing people the 'how and why', you are making it easy for them to become aware and make changes. Enabling people to make small simple changes makes the goal feel attainable. Once you've achieved that, small changes will flow into other habits too. Your individual effort WILL make a difference, especially when a lot of people make small changes: together, it really adds up.

Example internal communications plan

Encouraging water-efficient behaviour

- Project owner
- Workplace
- Date of plan
- Example of a project team (if applicable)

Project member	Involvement
Project Owner	Responsible for the project/issue. Ultimate sign off on the engagement plan.
Project Lead	Lead the team to implement the plan. Give guidance and make sure deadlines are met and that everyone is equipped to deliver.
Communication and Engagement Advisor(s)	Lead content creation for the channels as well as implement actions <ul style="list-style-type: none">• Responsible for the digital marketing and communication elements• Responsible for advising on technical solutions for engagement• Compile and distribute internal emails/intranet messages
Project Team	Responsible for providing draft content to communication and engagement advisors.

How are we going to talk about it – communication tactics

Key communication channels will be:

- internal e-mail newsletter
- page on the intranet
- emails from leadership
- commitment board and workstation pledge drops
- communicate and include external staff i.e. cleaners
- drop in sessions
- virtual/online/zoom/Microsoft team sessions

Content will initially be about staff making a pledge and then about keeping staff motivated. It might be beneficial to use some sort of incentive such as a competition.

Overview of the four-week communications plan

Week 1	We value wai in the Waikato Environment Climate change Leadership	Week 2	Taking the Smart Water pledge Importance of making the commitment Collectively we make a difference Share any baseline data
Week 3	Saving water in the workplace	Week 4	Saving water at home Shower timer Smart Water website


And all the details – week by week plan





We value wai in the Waikato

 **Downloadable Resources** <https://www.smartwater.org.nz/water-saving-tips/workplace-resources>

Monday

Communication message We value wai in the Waikato – water is a precious resource	Who
Action Share Smart Water – water is precious video via appropriate platform e.g. Email, newsletter or intranet site  https://www.youtube.com/watch?v=dFBFL53vVVw	

Tuesday

Communication message Do you know where your water comes from?	Who
Action Share the Smart Water story of water graphic via appropriate platform e.g. intranet, posters, email, newsletter.  Story of water graphic https://www.smartwater.org.nz/assets/Workplace-Campaign/Story-of-Water-Graphic.pdf  https://www.smartwater.org.nz/water-education/story-of-water/	


Wednesday

Communication message Water and your organisation's priorities	Who
Action Highlight any links between your organisation's goals, policies and/or plans and why water is important	

Thursday

Communication message We value wai in the Waikato – water is a valuable resource	Who
Action Share Smart Water – water is valuable video  https://www.youtube.com/watch?v=xH_8DxbVhtQ	

Friday

Communication message Test your knowledge	Who
Action Share the Smart Water quiz on where your water comes from – select the appropriate quiz to share from the website  https://www.smartwater.org.nz/water-saving-tips/test-your-knowledge/	



Taking the Smart Water pledge

Monday

Communication message Launch of the Smart Water pledge	Who
Action Launch and signing event with leaders from the organisation	
Communication message The Smart Water pledge – what is it	Who
Action Outline what the pledge is and the actions that form part of the pledge. Share via email, newsletter and/or intranet. Staff display pledge drops on main global pledge board and workstation.	

Tuesday

Communication message Call to all staff to make the pledge	Who
Action Share the photos and messages of why the leaders made the pledge and provide clear steps on how every staff member can make the pledge. Share via email, newsletter and/or intranet.	

Wednesday

Communication message Launch a 'Spot the Leak' week	Who
Action Global interest video on rain harvesting  https://www.youtube.com/watch?v=Xy9qdrD3uK0&list=PLJmyXp9QBsUz7P0oXe4wqnQMRaY8ho_6t	

Thursday

Communication message Reminder to take the pledge	Who
Action Email/intranet reminder	

Friday

Communication message Celebration of the pledges made this week	Who
Action Bring a cuppa and chat with others who have made the pledge at morning or afternoon tea	
Communication message Competition ideas	Who
Action Spot the leak, most reported leaks by team, the most pledge recruitments, most unique water saving idea, identify a new water waste that could be improved	



Saving water in the workplace

Monday

Communication message Action 1 from the pledge – why it matters	Who
Action Communicate the savings potential and the benefit of the organisation changing this behaviour	

Tuesday

Communication message Action 2 from the pledge – why it matters	Who
Action Communicate the savings potential and the benefit of the organisation changing this behaviour	

Wednesday

Communication message Action 3 from the pledge – why it matters	Who
Action Communicate the savings potential and the benefit of the organisation changing this behaviour	

Thursday

Communication message Action 4 from the pledge – why it matters	Who
Action Communicate the savings potential and the benefit of the organisation changing this behaviour	

Friday

Communication message Celebrate the pledges made	Who
Action Share some examples of photos/anecdotes from those who have taken the pledge.	



Saving water in the workplace

Monday

Communication message Bathroom – how you can save water at home	Who
Action Identify the top tips from https://www.smartwater.org.nz/water-saving-tips/bathroom/ to share with your organisation. Poster, share shower timers and/or turn off tap stickers	

Tuesday

Communication message Kitchen	Who
Action Identify the top tips from https://www.smartwater.org.nz/water-saving-tips/kitchen/ to share with your organisation. Run a competition to win a water bottle / jug.	

Wednesday

Communication message Laundry	Who
Action Identify the top tips from https://www.smartwater.org.nz/water-saving-tips/laundry/ to share with your organisation.	

Thursday

Communication message Outdoors	Who
Action Identify the top tips to share with your organisation: https://www.smartwater.org.nz/water-saving-tips/garden/ https://www.smartwater.org.nz/water-saving-tips/lawns/ https://www.smartwater.org.nz/water-saving-tips/pools/ https://www.smartwater.org.nz/water-saving-tips/	

Friday

Communication message Fix a leak	Who
Action Share the fix a leak tips postcard	