

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:** [Email footer](#); [Powerpoint template](#); [Story of water graphic](#)

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

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|---|------------|
| 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/water-education/story-of-water/ | |


Wednesday

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|--|------------|
| 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

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|--|------------|
| 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

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|---|------------|
| 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

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| 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

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| 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

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|---|------------|
| 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

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

Friday

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| 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

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| 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

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| 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

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| 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

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| 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

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| 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

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|---|------------|
| 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

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| 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

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|---|------------|
| 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

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| 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

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