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How well are the resources likely to work with your groups?

Yes I will probably work	Maybe I might work	No I wont work
		

Having run your survey to identify the profile of your workforce, this matrix uses a face ikon to help you decide which resources to use with your groups. Smiley face for yes, straight face for maybe and angry face for no. Do remember, however, that people's views may change as you run your campaign and they may begin to identify more closely with a different group as a result so, although you might not consider some resources initially, it is worth reviewing now and again.

ACTIVITY	Cautious Participant	Concerned Consumer	Honestly Disengaged	Positive Greens	Sideline Supprtter	Stalled Starter	Waste Watcher
<b>Recruiting helpers</b>							
Champions' network							
<b>Encouraging activity at home</b>							
Energy monitors							
Green electricity							
<b>Transport</b>							
'Carrots and sticks'							
Pool bikes							
Car sharing							
Driver training							
Travel to work survey	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Using the web</b>							
Social networking							
Website links							
<b>Getting messages across</b>							
Posters and stickers							
Energy facts and mythbusting							
Films							
'Going Green at Work' presentation							
In-house presentation: wildlife							
In-house presentation: work messages							

ACTIVITY	Cautious Participant	Concerned Consumer	Honestly Disengaged	Positive Greens	Sideline Supprier	Stalled Starter	Waste Watcher
<b>Organising events</b>							
Green office week	☹️	😊	😡	😊	☹️	☹️	☹️
Green calendar	😡	☹️	😡	😊	😡	😡	😡
Green events guide	😡	☹️	😡	😊	😡	😡	😡
<b>Competitions &amp; quizzes</b>							
	☹️	☹️	☹️	😊	☹️	😡	☹️
<b>Work policies</b>							
Recycling and waste	☹️	😊	☹️	😊	😊	☹️	😊
Working from home	😊	😊	😊	☹️	😊	😊	☹️
Phone, web and video conferencing	☹️	☹️	😡	😊	☹️	😡	☹️
Switching to a green energy provider	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Miscellaneous resources</b> – not aimed at any particular group, but included as additional material for you to use							
First stage questionnaire	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Second stage questionnaire	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Example walk round checklists	N/A	N/A	N/A	N/A	N/A	N/A	N/A
The Chelsea Energy Saving Campaign	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Proposal to remove portable air conditioning units	N/A	N/A	N/A	N/A	N/A	N/A	N/A
27 no- and low-cost ways to green	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>CASE STUDIES</b>							
Green Ambassadors	☹️	😊	😡	☹️	☹️	😡	☹️
Green Angels	☹️	😊	😡	😊	☹️	😡	☹️
MY Energy	☹️	😊	😡	😊	☹️	😡	☹️
Recycling and waste (compulsory scheme)	😊	😊	😊	😊	😊	😊	😊
Recycling and waste (voluntary scheme)	☹️	☹️	😡	😊	😊	😡	😊
Packaging reuse scheme	😊	😊	☹️	😊	☹️	☹️	😊
Increasing cycling	😡	☹️	😡	😊	😡	😡	☹️
Phone, web and video conferencing	☹️	☹️	😡	😊	☹️	😡	☹️
Working from home	😊	😊	😊	☹️	😊	😊	☹️