

**Deloitte.**

**Green Dot Award**  
**PlanetSaver**

**Category:** Service—Greening awareness/reinforcement

**Organization:** Deloitte

**Description:** Professional Services Firm—  
Audit. Tax. Consulting.  
Corporate Finance

**Headquarters:** 1633 Broadway, New York,  
NY 10019

**Contact:** Jack McFadden, Communications  
203 761 3387

**Creators/**

**Collaborators:** Deloitte and The Partners

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Greening the dot.



What are *you* doing  
to save the planet today?

## Background

As part of our *Greening the dot* initiative (the Deloitte logo has a green dot at its end), PlanetSaver was introduced to the people of Deloitte. Studies indicate that using PlanetSaver rather than conventional screensavers cuts significant energy consumption--anywhere from 33% to 95%! But how to convince some to forsake their current screensavers and others to tolerate the inconvenience—no matter how fleeting—of awakening their computers once they have been idled by PlanetSaver?

## The Challenge

Because results are difficult to measure and put into perspective, belief in the progress of sustainability programs is often a matter of faith. The ideal sustainability program would offer immediate substantiation of the individual's impact both in the absolute and in a meaningful larger context.

- Sustainability usually requires a change in habits and behavior that is uncomfortable and therefore resisted.
- The results of sustainability are generally gradual and evident only over time.
- Sustainability is often due to a number of small seemingly insignificant steps, contributing to large outcomes only as they are multiplied by the 50,000 people of Deloitte.

Since greening at Deloitte, by principle has never been forced (people choose to do the right thing), the communications challenge is how to convince our colleagues to embrace and sustain usage of PlanetSaver on an opt-in/opt-out basis.

## Goals and Objectives

- Proclaim the virtues of PlanetSaver to encourage participation.
- Make the execution of PlanetSaver as seamless and simple as possible.
- Install PlanetSaver on as many computers as possible.
- Track energy-saving progress in an evident and engaging manner.
- Immediately demonstrate both individual and firm-wide impact, real-time.

## Strategy

Technology advances are a major aspect of greening, to painlessly reduce waste, increase efficiency...and reduce costs. PlanetSaver uses technology to diminish an aspect of technology that consumes energy—conventional laptop screensavers.

- PlanetSaver tracks savings for the individual and all of Deloitte via an automatically refreshed website every two hours.
- Savings measurement is in a context that is dramatic overall, but familiar personally:
  - Overall benchmarks (see images on last page) are currently the amount of energy savings to power the Las Vegas strip or the Eiffel Tower or Greater London.
  - Individual benchmarks are toasters, lamps, escalators, etc.
- Participation is tracked monthly by geography to encourage competition among offices.
- Milestones are celebrated.

## Tactics

- Pre-Launch: Messaging surrounded two pilot tests. Credible research data, as evidence of the huge amount of energy consumed by screensavers, was highlighted.
- Launch: PlanetSaver was introduced on Earth Day 2010, with a featured article on the Deloitte Network News (DNN) and a video from the CEO to all Deloitte employees.
- Cascading Communications: Regular messaging among all greening vehicles on a local and national level to encourage and reinforce the PlanetSaver message was important since users can opt-out at any time.
- First Anniversary: On Earth Day 2011, a feature article and CEO video on DNN celebrated Year 1 results.

## Execution

- All of the communications work (except actual web site design) is done in-house.
- The PlanetSaver communications leader is part of a four person core PlanetSaver team, including representatives from Branding and Technology.
- Execution is exclusively electronic.
- Messaging through all Deloitte communication vehicles, including video messages from the CEO at the launch and 1st year anniversary periods, to encourage participation.

## Evaluation of Success/Results/ROI

- What can light a small office for 16 years, 2 months and 3 weeks, or power your family household for 11 years, 8 months and 4 days? What can allow you to brew 1,828,571 and a half cups of coffee, or toast 3,491,544 slices of bread? What can run your reading lamp for over 121 years or power your table fan for 417 years, 2 months, 10 days and 17 hours? What can power the escalator in your shopping mall from New Year's Day till the first of December? What can light the Las Vegas Strip for one week; power the Eiffel Tower for three days, or Greater London for 12.6 seconds? PlanetSaver, that's what!--*first anniversary (Earth Day, 22 April 2011) message.*



By any measure PlanetSaver has been a huge success.

- Now, about 6 months after Year I, over 50,000 installations of PlanetSaver have taken place, resulting currently in more than a 100,000kWh hours energy consumption reduction.
- Satisfaction rates are high, while those dissatisfied are below 5%.
- It has been determined that PlanetSaver should be the default setting for the computers of all new hires.
- Other Deloitte member firms around the globe are planning to roll out PlanetSaver based on the United States experience.

# PlanetSaver Website Home Page/How it works

Deloitte.

Welcome, Jack Mcfadden

PlanetSaver > Home

Home

The journey so far

How it works

Behind the numbers

What else can I do

Expert opinions

Your views

Video clips

FAQ

Deloitte green agenda

Total energy saved by Deloitte to date: **106,158.64 kWh**  
That's enough energy to power the Eiffel Tower for 0.18 years.



Your savings to date: **9.02 kWh**



That's enough to power a 60W lamp for 30.08 days.

So far we have **52,015**  
Deloitte PlanetSavers

[Install PlanetSaver](#)

"Desktop power management is one of the most effective technologies that businesses can use to improve the environmental footprint on their IT. It isn't expensive or disruptive, and it provides a rapid and strong return on investment."  
*Andy Lawrence, Research Director, Eco-Efficient IT, The 451 Group*

[MORE](#)

Leave us your feedback:

## How it works

### Harnessing the power of many

PlanetSaver uses the power management settings built in to Windows to reduce your computer's power consumption. Rather than start a power-consuming animation – which you probably wouldn't see anyhow – you are given the option to choose the level of power saving you want to achieve while your computer is idle.

PlanetSaver

Activate?

In 0:17

- Monitor off
- Sleep

Go!

Not yet

Total energy saved by Deloitte to date: **106,158.64 kWh**



That's enough energy to power Greater London for 0.35 minutes.

Your savings to date: **9.02 kWh**



That's enough to power the average escalator for 2.83 hours.