Town of Whitby

Whitby Watt Wars: Engaging Employees to Reduce Energy Use Across Municipal Facilities

Durham Greener Buildings

Description

- Whitby Watt Wars is a four-month employee challenge that makes saving energy fun, engaging, and collaborative across municipal facilities.
- Through a gamified platform, employees complete energy-saving missions, take part in weekly challenges, and share ideas for reducing energy waste.
- Staff are encouraged to take simple actions, such as powering down workstations, switching off lights and equipment, and encouraging coworkers to conserve energy.
- The challenge focuses on eight of Whitby's highest GHG-emitting municipal buildings, where electricity use is tracked to show how collective action can make a measurable difference.

Desired Outcomes

- Whitby Watt Wars supports the Zero Carbon Whitby Plan by helping reduce corporate energy use, greenhouse gas emissions, and operating costs.
- The challenge shows employees how everyday actions can complement investments in energy-efficient buildings, equipment, and technologies.
- By building awareness and encouraging friendly competition, the initiative empowers employees to become energy champions in their workplaces.
- Ultimately, the Town aims to make energy-conscious behaviours part of everyday operations and create a lasting culture of conservation.

Long-term Vision and Sustainability Commitment

- Whitby Watt Wars demonstrates how employee action can work alongside building upgrades and clean-energy investments to advance the Zero Carbon Whitby Plan.
- The Town plans to build on this momentum by making employee energy engagement an ongoing part of its corporate sustainability efforts.
- Future opportunities include running the challenge annually, expanding employee participation, and incorporating successful conservation practices into everyday facility operations.
- By sharing energy-saving practices within the organization and with the broader community, Whitby can continue building a strong and lasting culture of sustainability.

Progress to Date

- In the first month, 44 employees registered, with 35 active participants completing 359 energy-saving missions.
- Preliminary results showed electricity use dropping by 13% at Brooklin Community Centre and Library and 10% at the Whitby Municipal Building compared with September 2025.
- Electricity use also decreased by 8% at the Operations Centre and 4% at Iroquois Park Sports Centre, demonstrating the early potential of employee-driven conservation.
- Beyond the numbers, the challenge has sparked new conversations about energy use, with employees sharing ideas, reducing standby loads, and encouraging coworkers to participate.

Whitby Watt Wars Launch



Whitby Watt Wars September Results



DURHAM REGION

Windfall ecology centre

Whitby