



# Platform Methodology & Impact Reporting

## BENEFITS

### A Configurable Framework for Employee & Brand Intelligence

Our extensible framework automatically measures impact for environmental and socially responsible programs completed by employees.

Our management dashboard provides program intelligence & our data visualization methods provide real-time performance monitoring with the flexibility to quickly identify & analyze trends.

Our API provides robust read & write capability to WeSpire's data services. This extensibility allows for tight integration into legacy utility enterprise systems.

Below:  
*WeSpire's Interest Picker captures data that employees self-select while setting up their user profile.*



## Product Overview

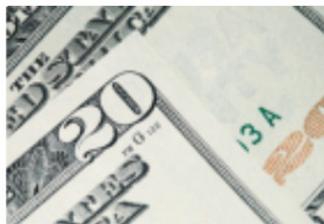
With the only configurable library of over 60 action-based programs powered by applied behavioral science, WeSpire goes beyond traditional employee engagement solutions and delivers proven programs around sustainability, corporate citizenship, volunteering and well-being.

Utilizing social and behavioral techniques, the platform delivers content that is tailored to user preferences and interests so that they are motivated and empowered to engage in corporate directives. At the same time, the WeSpire platform tracks and measures the positive outcomes and engagement levels so that organizations can improve their interactions and ROI.

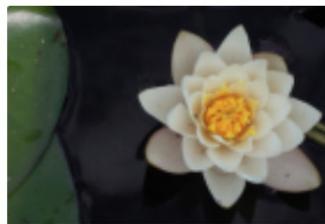
Lauren, what inspires you today? Something Else >



Cooking



Saving Money



Health & Wellness



Outdoors

## Delivering Positive Action

WeSpire's mission is to provide purposeful work to employees so that they can directly impact their experience at work, home, and in the community. The WeSpire platform is designed to motivate users using behavioral science techniques such as normative comparison, social proof, game mechanics, and user commitment.

Understanding that employees are burdened by an onslaught of tools and information, WeSpire delivers suggestions or 'triggers' based on familiar mental models, clear language, and visual cues to make it easy for employees to engage with company initiatives and with each other. WeSpire tracks user behaviors so that actions are relevant and there is a clear path to desired outcomes.

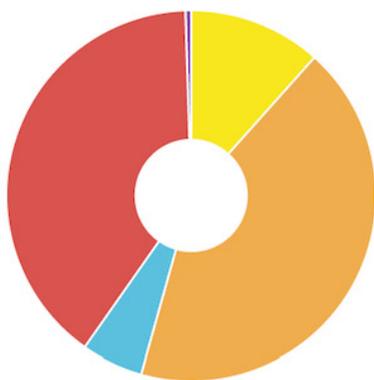
## Calculating & Tracking Environmental Impact

As employees take steps to live more sustainably, healthier, civic-minded, and socially responsible, our platform compiles the individual and collective data to calculate the impact.

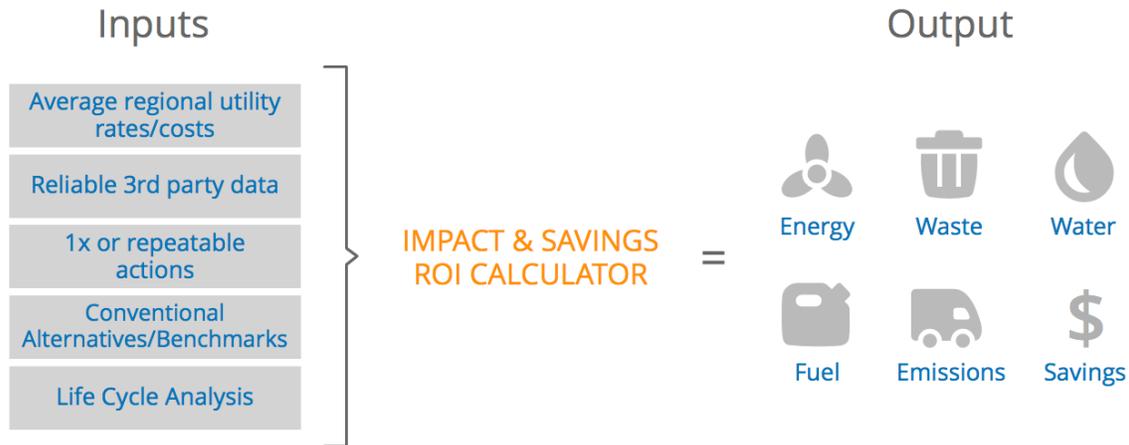
Actions are measured based on the associated environmental impacts, including energy and/or fuel saved, the emissions prevented, the water conserved, the waste prevented and the trees left standing, toxicity of the chemicals involved and the degree to which the action reduces your exposure.

5 critical environmental impact areas are:  
**Waste • Water • Fuel • Energy • Emissions**

Total Savings \$433,228.95



Emissions	\$50,304.14	2,515,207 lbs
Energy	\$185,197.34	1,798,032 kWh
Water	\$23,374.65	2,337,465 gal
Fuel	\$172,145.93	52,165 gal
Waste	\$2,206.89	100,313 lbs



Action impacts are measured relative to a conventional alternative. For example, the score for taking public transportation to work is based on the difference in per person fuel consumption between taking mass transit and driving a car. In these cases, averages are used—here it’s the national average fuel economy and the average distance to work.

When available, lifecycle analysis is applied to action assessment, which takes into account all of the eco-impacts of a given action, service or product, from start to finish. For example, much of the impact of reducing your meat consumption comes from saving the energy it takes to grow livestock feed. So when it comes to eating meat for a meal, we make sure to include this lifecycle data. Additionally, when an action has substantial impact across multiple impact categories, our algorithm incorporates all of the data. For example, using a low-flow showerhead saves lots of energy by using less hot water and therefore impact is attributed to both water and energy categories.

To facilitate lasting behavior change, we offer one-time actions and repeatable actions in the platform. A one-time action is something a user only needs to complete a single time, such as buying a hybrid car. Conversely, a repeatable action is something that users can do multiple times a day, week or month and earn a small number of points each time, such as recycling used packaging material at work. Built into repeatable actions is a “cool down” phase, where once an action is marked complete, the user has to wait a set amount of time before they can go back and complete the action again, ensuring behavior is changed over a period of time.

## Project Library Spotlight

### SPOTLIGHT PROJECT: VOLUNTEERING



#### SAMPLE ACTIONS & CAPABILITIES

- >> Find out details about the event
- >> View other participants & activity streams
- >> Register for a time slot
- >> Register guests
- >> Automatically log participation & hours

#### EVENT DETAILS

Help a few furry friends!

The volunteering theme for this summer is all about getting out, being active and lending a helping hand. Join us for a full day at ASPCA!

#### MAIN RESPONSIBILITIES

- Moving dogs in & out of their cages
- Walking dogs outdoors for exercise using appropriate equipment
- Teaching basic obedience
- Cleaning up after the dogs while outside of their cages & attending supervised modification classes

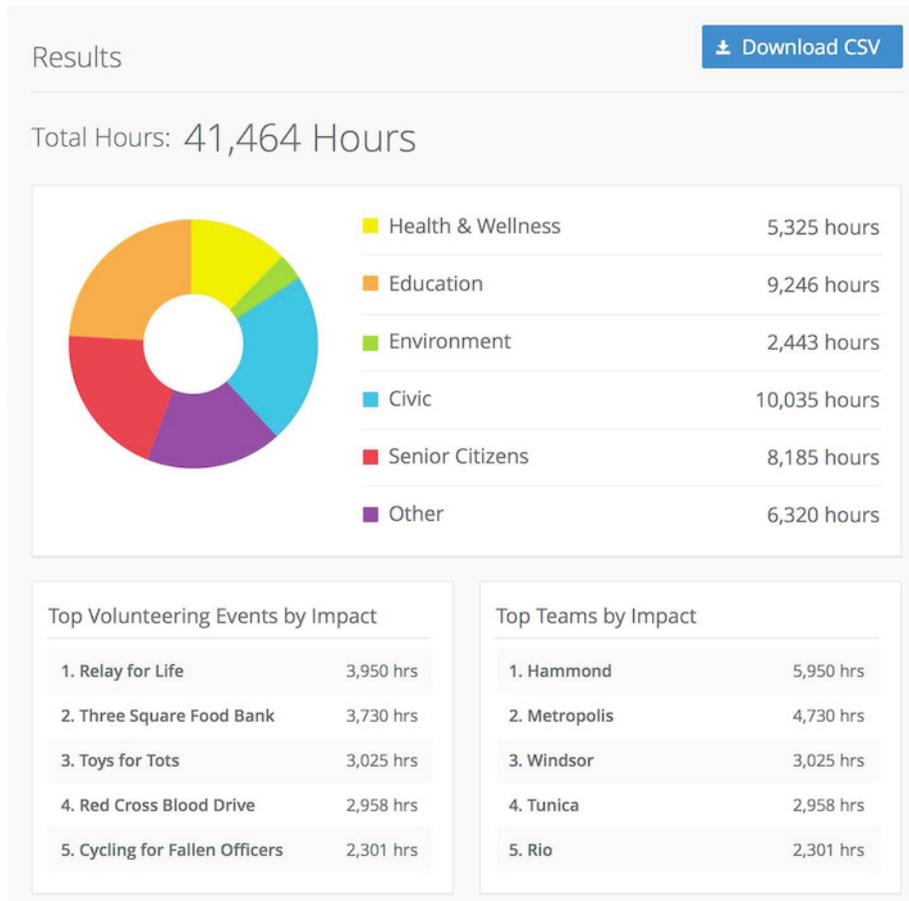
**Volunteer training is provided at the start of each shift.**

## Social Impact

WeSpire's Events Tool helps companies promote and involve their employees in all of their corporate opportunities—from volunteering and community outreach to career development and social events—building a culture that is connected and inspired. The easy-to-use Events Tool allows program administrators to create and schedule events, making it simple for employees to sign up and log their hours at the same time. As a result, employees have better access to company programs, and organizations can increase employee retention, satisfaction and productivity.

For example, if your company participates in a local 5K charity run, you could use the Events Tool to help organize and promote the initiative, streamline employee sign-ups, and automatically calculate the hours participated.

The impact of the WeSpire Events Tool exceeds that which is displayed in participation hours on the platform. When employees can collaborate and take action for the betterment of their work or community and share their experiences and photos on the platform, there is a lasting impact in the culture and well-being of employees.



*WeSpire Volunteering Project Impact Report*

## A Proven Methodology

### RELIABLE SOURCES

Our data comes from reliable third-party academic, government and nongovernmental sources. These include peer-reviewed journals, Energy Information Administration data and reports from organizations like the Union of Concerned Scientists. When such data is unavailable, we may look to other sources or make educated assumptions (for example, the amount of coffee filters an office uses).

### DATA DRIVEN INTELLIGENCE

Environmental program data is captured in our Impact & Savings Report, an interactive calculator tool available on our Management Panel. The tool pulls information from your entire program and allows you to filter for impact and financial results based on specific actions or projects (such as the action “Turn off your computer, laptop and lights on your way out of the office” or the project “Happiness At Work”). Savings are based on national averages and can be adjusted based on the costs and rates in your organization’s region or city. Results can be further filtered based on customizable date ranges to provide as much or as little information as desired.

## [A Proven Methodology Continued]

### SAVING & IMPACT REPORTING

Results are provided in an easy-to-read and share format, with consumption and savings data broken down into the 5 core environmental impact areas. The downloadable-to-Excel report also includes contextualized data, and shows the top projects, teams, and actions by savings.

### Technology's Impact on Employee Engagement

WeSpire is the only enterprise platform that can accurately measure the impact and savings of individual actions and corporate engagement campaigns—both at the cost and resource saving level. The mechanized approach of our Employee Engagement Platform allows algorithms to improve in real time. Resulting insights provide real-time intelligence on workforce engagement, which provides leadership with the data it needs to improve business practices and outcomes.

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#### About WeSpire

WeSpire is the employee engagement platform that empowers forward-thinking global organizations to reach their greatest potential. With the only configurable library consisting of hundreds of action-based programs backed by applied behavioral science, WeSpire enables individuals and entire organizations to drive measurable, positive impact.

Many of the world's most successful companies rely on WeSpire every day to create brand value for customers, shareholders and employees alike.



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