

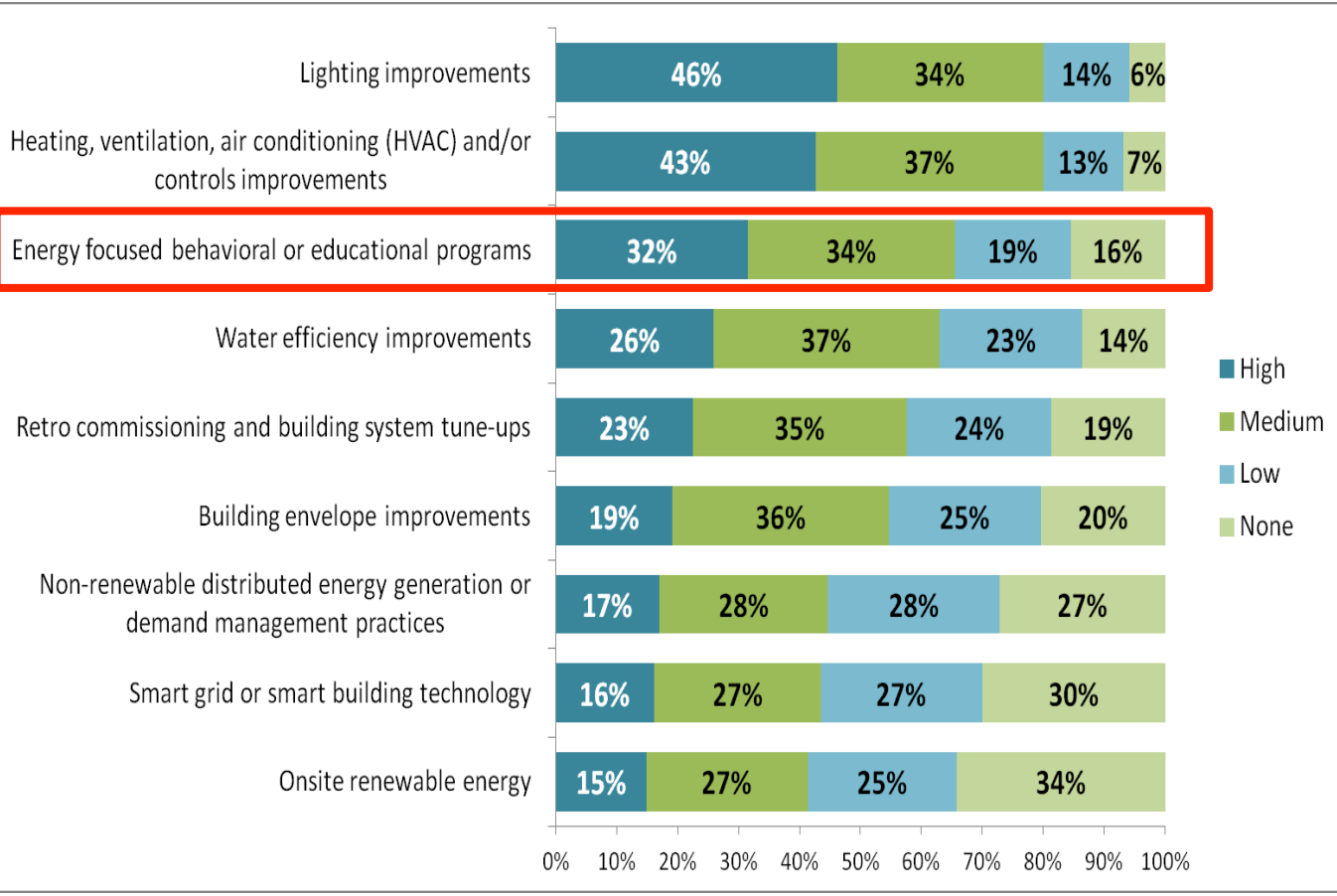
# DRIVING BEHAVIOR CHANGE

## *Engaging Employees in Environmental Sustainability*



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## Johnson Controls' 2013 Energy Efficiency Indicator Survey: Future Energy Investment Plans Show Behavior and Education Programs as Priorities



32% of North American respondents said “Energy focused behavioral or educational programs” are a **high** investment priority in the next 12 months



# WORKPLACE SUSTAINABILITY: EMPLOYEE ENGAGEMENT

## BENEFITS :

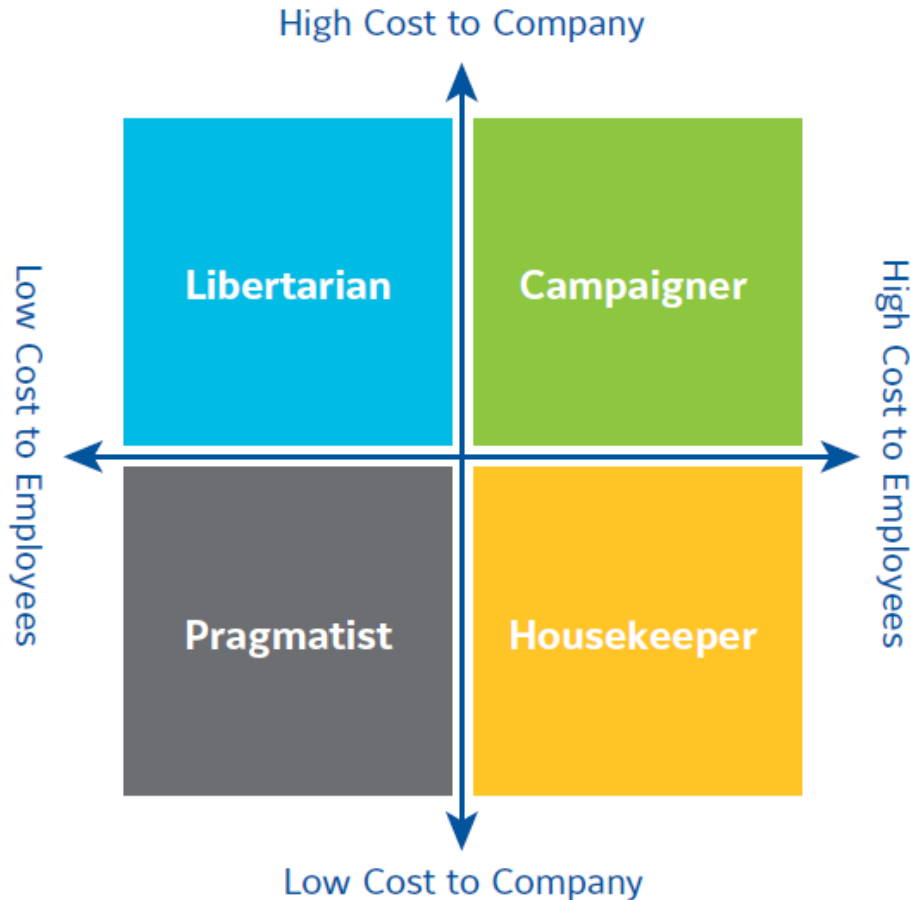
Reduce costs, increase productivity, enhance brand reputation, attract & retain employees, and minimize waste

## VALUE :

93% of CEOs see sustainability as important to their company's success



# ORGANIZATIONAL CULTURES RESEARCH



**Expectations about the role of the firm vs. the role of the individuals:  
factoring in employee culture**

# FIVE STEPS TO ENGAGING EMPLOYEES

Employee ACCEPTANCE and COMMITMENT  
are NECESSARY for change to occur

- 1 Assess Methods & Actions
- 2 Create Roadmap
- 3 Establish Metrics/Goals/Benchmarks
- 4 Implement & Track
- 5 Review & Revise

Create AWARENESS, EDUCATE, and ENGAGE  
Change BEHAVIOR and MINDS

# ENGAGEMENT METHODS



Employee Acknowledgement



Team Activities



Communications



Education



Training

# EMPLOYEE ACTIONS



Paper



Recycling



Food & Drink



Energy



Transportation



Location

# BEST PRACTICES

## ENGAGEMENT METHODS



### Employee Acknowledgement

*Discounts, Rewards/Recognition, Personal Plans and Pledges*



### Team Activities

*Volunteerism, Green Teams and Leaders, Challenges, Fundraising*



### Communications

*Sustainability Website, e-Newsletter, Feedback Surveys, Social Media/Sharing Network*



### Education

*Sustainability/Green Building Tours, Interactive Kiosks and Dashboards, Interactive Gaming, Personal Environmental Footprinting*



### Training

*Energy Efficiency, Water Conservation, Efficient Driving, Transportation Options, Waste Recycling and Material Use*

# BEST PRACTICES

## EMPLOYEE ACTIONS



### Paper

*Paperless Paychecks, Centralized Printing, Personalized Printing Code, Double-sided Printing*



### Recycling

*Office Products Reuse/Recycling Area, Centralized Waste and Recycling Areas/Containers, Waste Audit, Composting*



### Food & Drink

*Reusable Food and Drink Containers and Utensils, Dishwasher Use, Purified Water, Sustainable and/or Local Food*



### Energy

*Energy Saving Computer Settings, Personal Area/Office Shut-Down Procedures, Power Strip Use, Light Reduction Program*



### Transportation

*Bike-to-Work, Carpooling, Public Transportation*



### Location

*Hoteling and Hot Desking, Telecommuting, Virtual Meetings Virtual Meetings*



### Practices

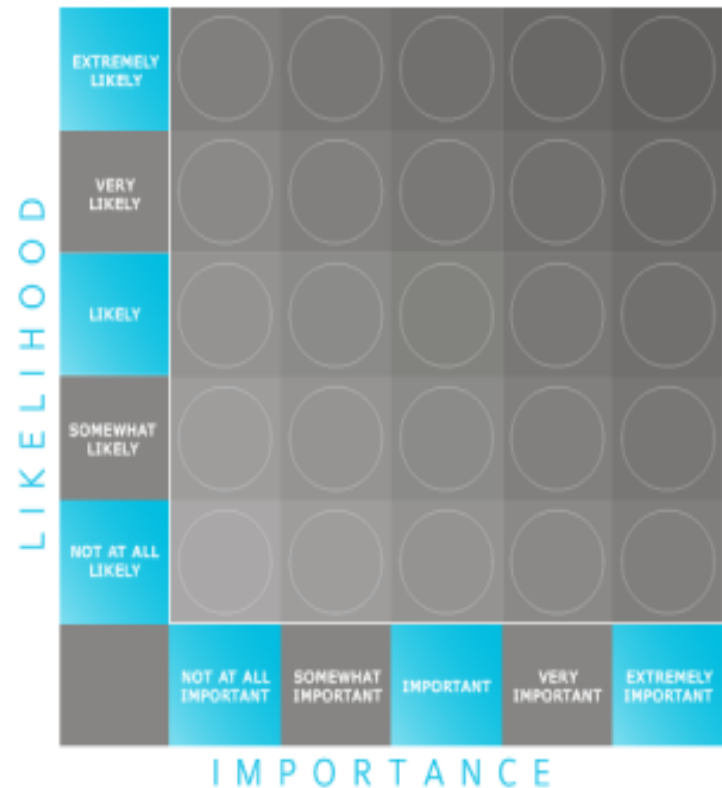
- EMPLOYEE ACKNOWLEDGEMENT
- TEAM ACTIVITIES
- COMMUNICATIONS
- EDUCATION
- TRAINING
- PAPER
- RECYCLING
- FOOD AND DRINK
- ENERGY
- TRANSPORTATION
- LOCATION

PRACTICE STATEMENT/DEFINITION

Green Teams and/or Green Leaders

As an individual or part of a team, communicate, promote, represent, engage and/or lead organizational initiatives around sustainability.

◀ PREVIOUS | NEXT ▶



NOT APPLICABLE

Progress   
0%

# ENGAGEMENT NAVIGATOR

The Navigator ranks Engagement Practices by **Importance** and **Likelihood of Engagement**



Navigator results are used to plot a

**ROADMAP to SUSTAINABILITY**

that accounts for **Corporate Culture** and sets goals that are **Feasible**

institute  
for **building**  
**efficiency**  
an initiative of Johnson Controls

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