DRIVING BEHAVIOR CHANGE

Engaging Employees in Environmental Sustainability

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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
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
**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

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.
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.
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