

Staff Engagement



carboncharter.org

Engaging your employees on the ways in which they can help to reduce your business' environmental impact could be key to achieving significant results.

Recently there has been a lot of coverage around environmental issues in the media, and with this on the rise, people are already doing their bit to improve energy efficiency and minimising waste at home. So, with awareness high, you can cultivate this knowledge and translate it to a working environment to help your business improve its environmental performance, whilst nurturing team spirit and enthusiasm.

Steps to success should include the following:

- Determine the company strategy and get senior management buy-in
- Find out what motivates your staff and tailor your environmental aims and actions around that, whether it be environmental, financial, improved comfort, charitable giving etc.
- Define long term goals and shorter term objectives
- Communicate these to staff through staff briefings, newsletters, notice boards, intranet and website, and social media
- Invite suggestions from staff and get the employees to help implement them
- Nominate a 'green champion', someone with a personal commitment who can maintain momentum
- Establish a competition or reward structure to recognise achievements
- Use posters and 'turn it off stickers' to remind employees (as well as making use of automated controls)
- Get staff involved with an environmental activity outside of the core business – e.g. tree planting, linking up with local environmental organisations/schools to help them to achieve their environmental goals.

More information is available on the following websites:

www.carbontrust.com

www.energysavingtrust.org.uk

www.engageforsuccess.org



For further support and details of any opportunities for grant funding please contact a Carbon Charter advisor.