



Getting People Involved

Engaging your colleagues throughout the planning and implementation process will ensure buy-in, participation and success. This guide provides you with ideas for organizing events and activities that raise environmental awareness and engage your colleagues in sustainable workplace practices.

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Introduction

When people understand the benefits of action and feel supported in their action, they are more likely to change their behaviour. Developing a workplace movement involves:

- “Creating a buzz” through contagious messaging that gets knowledge and information across
- “Creating a desire to act” by connecting action to audiences’ intrinsic motivations
- “Creating optimism” by showing the benefits of action
- “Creating support” by helping them develop the skills to implement change

From implementation to action, these principles can help you develop a successful program.

Tips for Effective Communication

Below is a list of tips to help you communicate effectively when it comes to implementing green business operations within your team or organization:

Communicate frequently and listen when you do

- Stay in touch with your colleagues. Even if it is just small tips or reminders, your program will flourish if there is a constant flow of communication.
- Listen to what people are saying. Effective communication is a dialogue, not a monologue.

“Walk the talk”

- Leading by example is one of the best ways to show your colleagues that these green initiatives are important.
- At the same time, it is important to acknowledge that, as an environmental leader, you are also growing and learning.

Identify Barriers and Solutions

- A key question to ask your colleagues on a routine basis is, “What challenges are you facing in implementing this initiative?”



- Identifying specific barriers will enable you to provide better resources and solutions for overcoming those barriers.

Practice positive reinforcement

- Encourage participation by rewarding and recognizing staff achievements.
- Break new initiatives into phases so success is more quickly achieved. This will generate a sense of accomplishment early on and help build momentum.
- Sandwich constructive criticism with positive comments (e.g., complement, critique, and complement).

Be Creative and Have Fun

- Approach communication from various angles. Be creative and apply more than one method of communication with your colleagues.
- Be humorous when possible and organize activities that are entertaining.

Printed materials: Tools & Resources

Posters and Stickers

Posters and stickers are common communication tools used to promote a program and/or provide simple reminders and instructions. If you decide to use paper materials, print only what you need at the time, using recycled paper, if possible. One Simple Act provides many tools, including premade stickers and posters, which can support your program. Check out these posters and tools:

Waste, Energy & Water Prompt Stickers www.onesimpleact.alberta.ca/docs/stickers.doc

3Rs Reminder Poster www.onesimpleact.alberta.ca/docs/3rs.ppt

Energy Reduction Challenge Poster www.onesimpleact.alberta.ca/docs/energy.pdf

Reduce Paper Prompt www.onesimpleact.alberta.ca/docs/reduce_paper.pdf

Paper Reduction Challenge Poster www.onesimpleact.alberta.ca/docs/paper.pdf

Idle Free Rearview Mirror Prompt www.onesimpleact.alberta.ca/docs/idlefree.pdf

Commuter Challenge Poster www.onesimpleact.alberta.ca/docs/commuter.ppt

One Simple Act Commitment Card www.onesimpleact.alberta.ca/docs/osacommit.pdf

Business Taking Environmental Action Certificate

www.onesimpleact.alberta.ca/docs/business.pdf

We Commit To One Simple Act Poster

www.onesimpleact.alberta.ca/docs/wecommit.pdf



One Simple Act's Guides and Manuals

Share detailed information with your colleagues about specific green initiatives through One Simple Act's How-to guides:

Starting a Recycling Program www.onesimpleact.alberta.ca/docs/recycling.pdf

Green Cleaning How-to Guide www.onesimpleact.alberta.ca/docs/cleaning.pdf

Greening Events and Meetings www.onesimpleact.alberta.ca/docs/events.pdf

Check out One Simple Act's reference manuals that will help you develop content for your presentations, emails and newsletter articles:

Fast and Easy - On Your Own Reference Manual

www.onesimpleact.alberta.ca/docs/fast.pdf

Simple and Low Cost Reference Manual www.onesimpleact.alberta.ca/docs/simple.pdf

Activities to Spread the Word & Celebrate Success

Below are some ideas of how you can spread the word and celebrate success through different activities and events. This list of ideas is followed by some tips on how to make your events as fun and as green as possible. It is up to you to determine the best way to raise awareness and how frequently to organize activities, but generally speaking, the more you can do, the better. Be creative and have fun!

Host a Green Stop during Environment Week



Environment Week celebrates Alberta's environment. **Green Stops** is a great way to help preserve and protect our environment. What's a Green Stop? They are Environment Week events organized by local organizations and community groups designed to educate, empower and engage community members to discover easy things you can do for the environment. Visit: <http://www.environment.gov.ab.ca/edu/eweek/>

Piggy Back on another Event

Think of ways you can tie green activities into other events or celebrations. Add an environmental component to your annual seasonal celebration or health and wellness day. Other events that you can piggy back include: Commuter Challenge Week, Waste Reduction Week, Forest Week, Earth Day, and Clean Air Day.



Open House

Organize a day where your colleagues are invited to celebrate green project milestones (e.g., completion of a plan, or an achievement) and learn more about your project.

Virtual Meeting

Spread the word using video teleconferencing. Organize a virtual meeting or training session when you can't all be together in the same location. Teleconferencing provides a green alternative to in-person meetings and minimized your carbon footprint.

New Staff Orientation Sessions

Introduce your green plan at new staff orientation or training and encourage participation from day one. It is recommended that you also provide an overview of additional training opportunities and resources that will assist new employees in adopting your green workplace practices.

Brown Bag Lunch Event / Lunch and Learn

“Lunch and learn” events can provide training and information to your colleagues about workplace green initiatives. A short presentation that can be delivered several times over the lunch break will ensure that your coworkers have more than one opportunity to participate. Check out OSA's *Fast and Easy on Your Own Reference Manual* www.onsimpleact.alberta.ca/docs/fast.pdf and *Simple and Low Cost Reference Manual* www.onsimpleact.alberta.ca/docs/simple.pdf for fast facts related to green actions. These resources will help you develop content for your presentations.

How can I ensure my “lunch and learn” events are effective? Here is a checklist:

- If you have a large workplace, deliver your lunch presentation in a few different locations or offer video conferencing and/or teleconferencing so there are several opportunities to attend (and to minimize travel).
- Send out resources (e.g., PowerPoint and tip sheets) following the event and/or post them on the internet/intranet for easy access.
- Ask your manager, CEO, senior team member or president to provide an introduction to the event that demonstrates his/her support for this event and the program as a whole.



- Hold update events that build on the first “lunch and learn” and provide information on the status of each green action and how close you are to meeting your goals.
- Make the event as green as possible. Check out the how to guide *Greening your Events and Meetings* www.onesimpleact.alberta.ca/docs/events.pdf.
- Keep it fun and engaging. Organize a small game or activity related to each initiative.

Newsletter Article(s)

Consider writing an article or two for your internal or industry newsletter. Your article may be use to introduce your coworkers to a new green initiative or to share a significant milestone. Remember; use multiple methods of communication to get your message across.

Internet/Intranet Promotion

Use your company’s intranet or internal web pages to display information about your green initiatives. This is a good place to post articles you have written, share new challenges or to recognize workplace champions.

Presentations at Staff Meetings

Encourage managers and team leaders to introduce highlights of the green plan and updates on the status of this project at regularly scheduled meetings.

Email Messaging

Using email is a good way to keep people informed. It is a quick way to reach out to all of your colleagues and demonstrates a commitment to paper-free communications. Included in this guide are three form emails to promote green initiatives. These can be used to *support* your communication efforts and should be modified as needed. The three form emails include:

- **Email 1:** An informational email letting your team or organization know of the new green initiative.
- **Email 2** - A congratulatory email to celebrate successes.
- **Email 3** - An encouraging email to increase participation if a program is not moving towards the goals.



Email 1 – Informing Your Team or Organization of the New Greening Plan

Subject: New recycling system is coming to your office on <insert date here>

A new waste reduction program is being implemented by <insert your team's or organization's name>. You will get your own personal desk-side recycling unit consisting of a blue recycling bin for paper and a small black garbage bin. A central system will be set up to collect your recyclables. You will be responsible for emptying your blue bin into the central collection station. Participating in this program ensures that your unit is working together to reduce waste and help meet the goals of <team or organization's green plan>.

What can I put in my recycling bin?

Recyclable paper products include: newspaper, cardboard, magazines, junk mail, writing and computer paper, envelopes, phone books, paper bags, clean pizza boxes and paper plates, and post-it notes.

Non-recyclable paper products include: paper towel, waxed paper, dirty paper or soiled paper products, envelopes lined with bubble wrap or plastic.

Where do I put non-paper recyclables?

Central collection bins will be located throughout your worksite for the collection of cardboard, batteries, beverage containers, and ink and toner cartridges.

By seeing how much waste we produce each day, and taking responsibility for it, each of us will be better able to find ways to reduce it. A "lunch and learn" event is coming soon to provide you with further information. If you have any questions about this, please email <insert email address>.

If you would like further information, check out One Simple Act's how to guide—*Starting a Recycle Program* www.onesimpleact.alberta.ca/docs/recycling.pdf.

Thanks!

<insert your name and position>

Email 2 – A congratulatory email to send out if the program is reducing waste

Subject: Congratulations! We are reducing our waste.



Congratulations everyone! Our new recycling program has reduced the amount of waste we throw away.

<if reduction rates are available, insert here>

Keep up the good work!

<insert your name and position>

Email 3 - An encouraging email to increase participation if the program is not reducing waste

Subject: Overview of Recycling Program

Thank you for participating in our new recycling program. Here is a list of the items that can be recycled right here at work:

- **Paper** – paper products are to be placed in your blue desk-side recycling bin. Please empty your bin into the central collection bin when full, which is located <insert location here>.
- **Beverage containers** – please deposit cans and plastic bottles directly into the central collection bin located <insert location here>.
- **Cardboard** – please deposit these items directly into the central collection bin located <insert location here>.
- **Batteries** – please deposit these items directly into the central collection bin located <insert location here>.
- **Ink and toner cartridges** – please deposit these items directly into the central collection bin located <insert location here>.

You will be responsible for emptying your blue bin and black garbage bin into the central collection stations. Participating in this program ensures that your unit is working together to reduce waste and help meet the goals of <Team or organization's green plan>.

If you have any questions about this, please email <insert email address>
<insert your name and position>

Greening Events and Leading by Example

One of the most effective ways of sending a message is by leading by example. Thus, it is recommended that you do your best to green events or activities you organize related to this project, whenever feasible. See *Greening Events and Meetings* www.onesimpleact.alberta.ca/docs/events.pdf.