

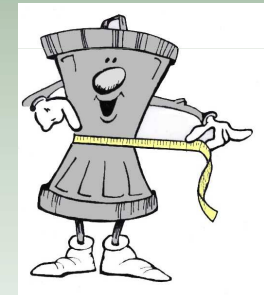
'Employee Engagement – Change Management'

BESST Top Tips



Top Tips: Employee Engagement in Waste

- Review current position of company
 - Understand your baseline
- Have a clear reason as to why you are doing what you are doing
- Poster Campaign and clear labelling of bins – colour coding
- Awareness Tours (Managers and Employees)
- Pledges from Individuals – recorded and followed up
- ‘Loo Door’ Campaign
- Quiz
- Mascots designed from Waste
 - i.e. WEEE Man – electrical waste
 - i.e. Figure made from plastic cups
- Incentive/ Suggestion schemes can be extremely effective to improve and drive motivation of all staff

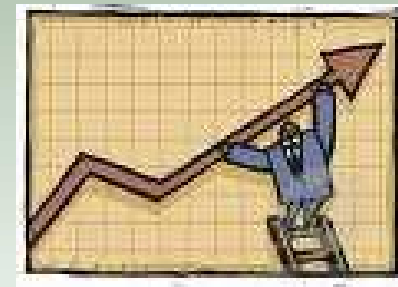


NB; Creating an awareness programme depends on your own particular circumstances – tailor to your business and staff



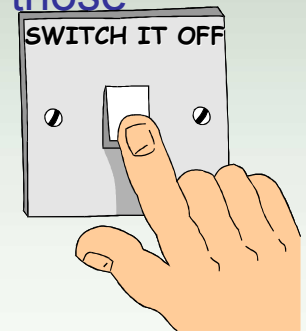
Top Tips: Gaining Senior Management Buy In

- It is not a one time event – needs to be maintained and continued!
- Understand the current climate
 - Your Customer expectations
 - Current market
 - Know your Competitor performance
- Focus on Deliverables
 - Performance
 - Cost Reductions
- Put it into Monetary terms ££££££££
- Management Walk Round of Site – highlight potential improvements



Top Tips: Energy/ Carbon reductions - Employee Engagement

- Poster Campaign – Select relevant motivational themes, don't just tell staff to turn off lights when not in use.
 - E.g. A photocopier left on standby overnight wastes enough energy to make 30 cups of tea.
- Energy Audits – Name and Shame who leaves computers or equipment on!
- Educate Staff to check for leaks – suggestion schemes
- Calculate Personal Carbon Footprints
- Green Teams
- No Car to work day – include incentives, free breakfast sandwich for those who leave their car at home
- Awareness Tours – manager and employees
- Communicate all achievements back to staff i.e. display walls– let them know when reductions are made
- Incentives – switch off schemes, suggestion schemes
- Make it FUN!!



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Top Tips; Customer Awareness

- Communication Communication Communication!!
- CSR – work with local community
- Educate sales team on the company achievements
- Publicise – website, newspapers, Company Annual Review
- Formal Reports - Publicly available Environmental Report
- Labelling – put information labels, i.e. food miles, made from recycled products etc.



Top Tips: Employee Induction and Training

It is important when implementing environmental improvements that staff are trained and fully aware from the start of the process or their job. Below are some things they should be aware of.....

- Environmental Policy
- Achievements
- Future aims and Objectives
- Benefits that have occurred
- What measures are currently in place
- Ask for environmental champions
- Key staff involved
- Statement from MD or Senior Management Team
- What exactly it is that is required from them



Top Tips: Engagement Outside the Workplace

Ensuring commitment from staff in the workplace can be helped by encouraging involvement in activities outside the workplace...



- Encourage Volunteering
- Time off to do Environmental Initiatives
 - i.e. Annual Leave, Shut Down periods,
- Utilise Downtime to Train Staff and enforce policies
- On site Conservation Activities
- Organise Environmental Focussed Team activities
 - Shropshire Wildlife Trust
 - National Trust

