



Business Sustainability Modules

The 3 Cs - Commitment, Communication and Convenience



How leaders can demonstrate their commitment to sustainability

- Develop a sustainability policy and communicate to all staff
- Provide adequate funding, resources & training
- Visibly share passion and deep conviction
- Get informed about sustainability
- Walk the talk
- Use positive and motivating vocabulary to rally staff
- Be part of publicising initiatives
- Support champions and green teams.
- Keep informed of progress and provide feedback
- Recognise and celebrate even the smallest of actions



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Ways to improve the effectiveness of sustainability communication

- Use existing communication channels used by the business to help to normalise sustainability.
- Don't limit yourself to one message, reach staff throughout the day e.g., lunchrooms, waiting rooms, bathrooms
- Including sustainability in staff inductions
- Keep communications:
 - Simple & tangible
 - Break up into smaller bits
 - Use visuals
 - Tell stories
 - Get feedback
- Help make your communications reach a wide audience:
 - Find out what staff are interested in or concerned about
 - Focus on what you have in common
 - Appeal to emotions including humour
 - Have an encouraging and personable manner
 - Include achievable solutions
- Help make sustainability communication a priority:
 - Make it a regular presence and consistent in design
 - Working with influencers
 - Make it compulsory e.g., induction training



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Help make being sustainable convenient for staff by providing:

- Power boards so multiple pieces of equipment can be turned off easily
- Procedures and prompts e.g. list of actions and well signed and colour coded bins close to where the source of the waste is generated
- Facilities such as secure bike racks that enable staff to commute sustainability to work
- Simple electronic solutions so staff can go paperless and work online
- A water fountain or chilled water taps and reusable water bottles
- The option for staff to dress in a way that reduces the load on air conditioners and pressure to iron everyday e.g. more casual, light, short sleeved clothing may allow the air conditioning to be adjusted to a more efficient setting.
- Arrangements outside the office, for example organising with the local café to provide discounted coffees for staff who use coffee keep cups