

# How to Grow a Green Team at Your Office



10 Tips for Planting Success from Green Guru Dani Glaser

## 1. LEADERSHIP COMMITMENT

Without a doubt, the most successful Green Teams have unwavering support from the top!

A representative from management should participate on the Green Team and their participation can help to fast track progress. Leadership recognition of the Green Team's efforts and accomplishments lends credibility and publicly demonstrates respect for the program.

## 2. OPEN INVITATION

An invitation to join the Green Team should be extended to every employee, and to stakeholders, if appropriate. A Kick-off meeting is a great way for leadership to introduce the program, recruit Green Team members, and encourage representation from all departments and disciplines.

## 3. ALLOW THE TEAM TO WARM UP

Hold a Facilitated First Meeting where members share their ideas about being greener at work, as well as what their particular interests and strengths are. This first meeting is a great icebreaker and marks the beginning of working together as an effective group.

## 4. EFFECTIVE GREEN TEAM MEETINGS

It is important for the Green Team to set a regular meeting schedule that works best for them, but occurs at least monthly. Meetings should have a clear agenda that is emailed to the team in advance, seeking input on agenda items.

## 5. BRAND THE GREEN TEAM

Brand the Green Team by creating a logo and tagline that blends the business identity and sustainability mission. Engage the entire organization in your green efforts by holding a logo contest!

## 6. ASSESS FOR SUCCESS

Before beginning the first Green Team campaign, it is important to assess current performance and behaviors that impact sustainability in your workplace. The Green Team can serve as ambassadors in the Assessment process by conducting in person surveys, gathering information, and encouraging coworkers to participate in the audit.



*Dani Glaser is the Founder and CEO of Green Team Spirit, specializing in building sustainable organizations through the power of teamwork. Dani recently unveiled a series of downloadable Modules and Tools on her website, which are meant to guide a Green Team step-by-step through the process from assessment through implementation.*

## WHAT IS A GREEN TEAM?

A Green Team is a group of motivated staff, representative of ALL organizational disciplines that learn and work together to improve the organization's environmental impact, reduce costs, and create a healthier place to work.

## 7. COMMUNICATE WIDELY

Communicate Green Team activities and successes using a variety of vehicles such as email, websites, blogs and newsletters. Adding a web page to your company website is a great way to showcase the Green Team's efforts and engage staff.

## 8. EDUCATIONAL EVENTS

Hosting educational events is a great way to increase knowledge and awareness about sustainability among staff and stakeholders. Start a "Lunch & Learn" series where experts are invited to speak to the group about pertinent topics. Coordinate themed events with Green Team campaigns such as an "Electronic Waste Day" or a "Green Your Commute Day". Hold a Green Fair around Earth Day and invite local vendors and non-profit groups to participate.

## 9. CELEBRATE SUCCESS!

Leadership recognition of the Green Team's efforts and accomplishments lends credibility and publicly demonstrates respect for the program. This also serves to encourage others to participate. Acknowledge and reward staff that has shown great participation, initiative and creativity. Consider rewards related to sustainability such as a CSA membership (local farm produce share), a green gift basket of cleaning/personal products, or a bottle of organic wine.

## 10. CONTINUALLY IMPROVE

The journey toward sustainability is an ongoing process and there is always room for improvement. Continually monitor the plans to ensure that goals are being met and be ready to make adjustments for any obstacles. Build this discussion into the monthly Green Team meeting agenda. Seek input from the Green Team, staff and stakeholders as an integral part of this evolving process.