

Communication Strategy

SEE BELOW A HIGH-LEVEL CHECKLIST IN STARTING YOUR **COMMUNICATIONS PLAN**

1 | HOW DO YOU COMMUNICATE TO YOUR SITE EMPLOYEES?

1.1 Start with the basics:

Communication Strategy
LET'S START TO SPREAD THE WORD

Use the power of word of mouth, social media, and other digital tools to spread the word. Start with a small group of 5-10 employees, get a larger group of 10-20 employees, and get a large group of 20+ employees. Start with a small group of 5-10 employees, get a larger group of 10-20 employees, and get a large group of 20+ employees.

1.2 What are the options?

Communication Strategy
HOW DO YOU COMMUNICATE TO YOUR SITE EMPLOYEES?

- Team & Meetings
- Messages
- Newsletters
- Email
- Social media
- Text
- Webinars
- Active folders
- Storage around the site
- Posters & Flyers
- Green Teams
- PD Teams
- All Hands & Town Halls

HOW DO YOU SHOWCASE |2 YOUR PROJECTS?

Don't be shy! There are ways to shine for all 2.1

Communication Strategy
RISE AND SHINE

GET CREATIVE

SOCIAL MEDIA ADVERTISING
Use social media to highlight the work of your employees. Post photos of your employees at work. Post photos of your employees at work.

PHOTO GALLERIES
Post photos of your employees at work. Post photos of your employees at work.

What are other Green Teams doing? 2.2

Communication Strategy
HOW DO YOU SHOWCASE YOUR PROJECTS?

- Active folders
- Newsletters
- Email
- Social media
- Text
- Green Teams
- Storage & folders
- Posters & Flyers
- Green Teams
- PD Teams
- All Hands & Town Halls

Communication Strategy

LET'S START TO SPREAD THE WORD



Use the power of word of mouth, invite your network and those colleagues who are into sustainability & carbon-neutral topics, it will help to have a quorum right away. Publish the invitation in a local newsletter, use the building signage, yammer, etc.

MAKE IT BIGGER



INVITE EVERYONE TO JOIN VIA EMAIL OFFICE-WIDE

Set up a **short email** (and fill it with useful links) to tell everyone about the Green Team **with an invitation/call-to-action note**. Keep the possibility to join the team open to everyone!



SET UP A GET-TO-KNOW THE GREEN TEAM

Set up a **session with all the interested colleagues** (virtual or live, a workshop, a coffee talk, a lunch & learn, etc.) to explain the mission, the purpose, answer the questions and set the team!



We brought a few examples of communication tools other teams are using but the best is **the one that works** in your site/business! Set a routine (of posting and meeting) and get your Green Team active 😊

GO WITH WHAT WORKS FOR YOU, BUT KEEP GOING!

It is always a great idea to **choose a name** for your team!















Communication Strategy

HOW DO YOU COMMUNICATE TO YOUR SITE EMPLOYEES?

- ❖ Lunch & learn (weekly or bi-weekly)
- ❖ Coffee talks
- ❖ Monthly sustainability talks, open to all site employees
- ❖ Workshop to give info and raise awareness, live sessions

Invitations and flyers for events over email or posted (sent by green team email or HR)

- CONSIDER CREATING A SHARED OUTLOOK MAILBOX TO EMAIL CONTENT!**
1. Visit oneidm.ge.com
 2. Click 'Email/Collaboration'
 3. Request new 'Shared mailbox'
 4. Select type as 'Group' and fill in the relevant information!

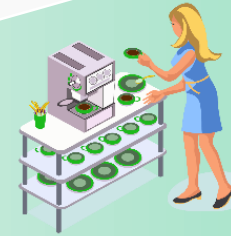
 TALKS & MEETINGS	 MESSAGES	 NEWSLETTER	 EMAIL	 SPECIAL EVENTS	 TRELLO	 WORD OF MOUTH
 ACTIVE YAMMER	 SIGNAGE AROUND THE BUILDING	 POSTER & FLYERS	 OTHER GROUPS COMMS SPACES	 GIVEAWAYS	 MS TEAMS	 ALL HANDS & TOWN HALLS

Communication Strategy

RISE AND SHINE



GET CREATIVE



GO FOR LOCAL ADVERTISING:

- ❖ Use boards in the kitchen to **highlight the weight of waste collected**
- ❖ Put **Greta** in the silverware drawer
- ❖ **Praise** & highlight good attitudes from members¹



MAKE IT RELATABLE:

- ❖ What are **other groups** and **initiatives** you can relate to or join forces with?
- ❖ Bring it up in **informal moments** and get buy-in by inviting them to a meeting or suggesting an easy green attitude (as bringing your own mug)

¹ It is a fact that praising good people and behaviors is more effective than punishing or scaring people towards engagement in sustainability!

Communication Strategy

HOW DO YOU SHOWCASE YOUR PROJECTS?

Create a **one pager** for each project

Create a **game** around climate change













Get a space in **special weeks** at the site (health ahead, EHS)

Highlight group members with **sustainable accessories**

Create fun and useful **guides** ([like this one](#))

Have a **green signature** on your email

Be present in **key spots** such as the kitchen, bike rack, or garden.

 ACTIVE YAMMER	 NEWSLETTER	 EMAIL	 SPECIAL EVENTS	 TRELLO	 GREEN TEAMS GLOBAL MEETING
 SCREENS & SIGNAGE	 POSTER & FLYERS	 OTHER GROUPS COMMS SPACES	 GIVEAWAYS	 MS TEAMS	 ALL HANDS & TOWN HALLS