

GREEN TEAMS | GETTING STARTED

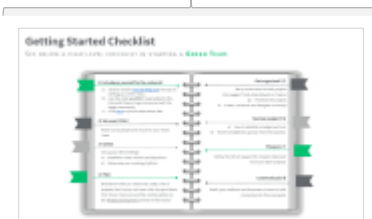
A Green Team is a team made up of **passionate volunteers** focused on implementing more **sustainable practices** within **their office and local environment**.

This grassroots initiative started in GE Renewables, but interest has spread to all GE businesses and sites. If a Green Team doesn't already exist in your site, **this guide provides advice we've sourced across Green Teams globally to support you in starting your Green Team and making it as impactful as possible from day one!**

THIS GUIDE SERVES AS SIMPLE STARTER! FOR MORE DETAILED GUIDES SPECIFIC TO OPERATING MECHANICS, PROJECT DEVELOPMENT AND COMMUNICATIONS PLANNING, CHECK OUT THE TEAMS CHANNELS!



GETTING STARTED CHECKLIST



DETAILS ON EACH ACTION ITEM



FAQ



Getting Started Checklist

SEE BELOW A HIGH-LEVEL CHECKLIST IN STARTING A **GREEN TEAM**

1| Introduce yourself to the network!

- a) Send an email to ben.hart@ge.com that you're setting up a Green Team.
- b) Use the code **wee9947** to get added to the Microsoft Teams to get connected with the larger community.
- c) Click [here](#) to join the distribution list!

2| We want YOU!

Reach out to people and recruit for your Green Team

3| Unite!

Set up your first meeting!

- a) Establish a clear mission and objectives.
- b) Determine your meeting rhythms.

4| Plan

Brainstorm with your team and create a list of projects (don't worry, we have a list of project ideas from Green Teams around the world available on the [Project Development](#) channel in MS Teams)

Get organized! |5

Set up a structure to track projects (We suggest Trello, Smartsheets, or Teams)

- a) Prioritize the projects
- b) Create a schedule and delegate ownership

Success support |6

- a) How to establish a budget up-front
- b) Work to establish a sponsor from the business

Measure |7

Define the KPIs to support the impact statement from your team projects

Communicate |8

Reach your audience and showcase success to build momentum for future projects

Green Team 101

IMPORTANT IDEAS FOR THE

STARTUP

Getting connected with the larger Community

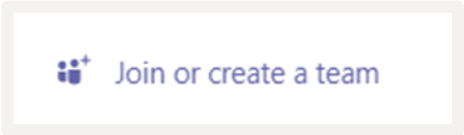
Join the DL and the Microsoft Team

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1.0

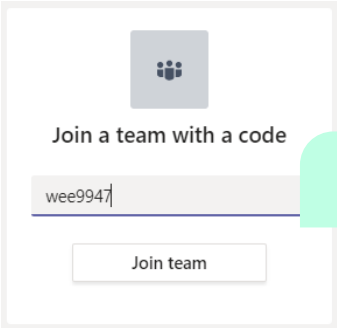
Click [here](#) to join the distribution list!

1.1



From Teams, select the 'Join or create a team' option at the bottom left

1.2



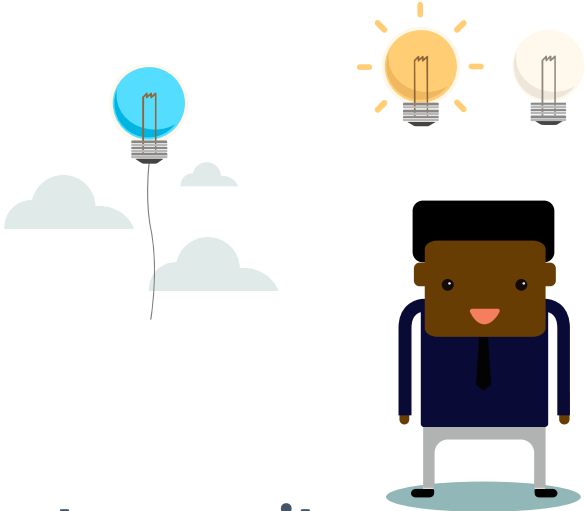
Enter the team code below and directly join the Green Team Network!

wee9947

2

Determine how to recruit individuals to your Green Team

- * **Connect with colleagues** who seem interested in sustainability or carbon neutrality topics. (maybe the bike riders, or the ones with cool reusable utensils)
- * Prepare **an invitation to join your Green Team and communicate** to your audience.
- * Establish **lunch and learns or public interest sessions** to share more about sustainability.
- * Be open! Allow interested **people to sit** in on your Green Team meetings.
- * Consider **newcomer surveys** to get to know newest additions to the team.
- * Directly recruit **key staff** to sit on your team - EHS, Facilities, HR, Sourcing, etc.



Set up your first meeting

3

Choose the **chairperson/spokesperson** for your team.

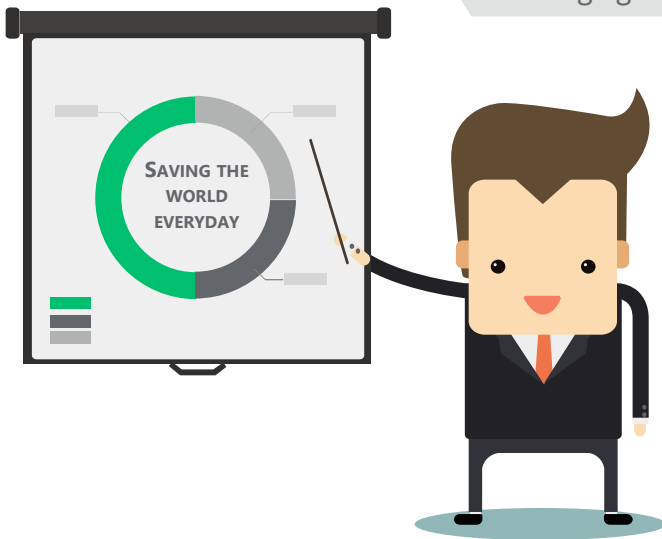
Establish a **clear mission statement** with your group (check out charter examples in the Green Team 101 Teams channel).

Pick a name for the group! Carbon Neutral (*site name*) Ambassadors?

How often are you going to meet to discuss the progress? Monthly? Biweekly? Every 6 weeks?

Determine if you want public meetings or private – a mix?

Try to promote **team building activities** through games or round-table discussions.



4

Create a list of projects

TRY THESE METHODS FOR BUILDING A BACKLOG OF PROJECT IDEAS TO GIVE YOUR TEAM PURPOSE

- ✓ **Green team collective brainstorming** – private meeting, or public forum with all site employees invite to contribute.
- ✓ **Collective site feedback with sticky notes!** Set up a wall in a public space and invite employees to post ideas for sustainable projects.
- ✓ **Survey** to site asking for project ideas.
- ✓ Take a look at our **list on the Project Development channel** for inspiration!

Structure and Organization ◀

5

- If your group is larger than 5 people, consider creating different streams and designating a leader for each stream who would keep the group on track to tackle the issues discussed during meetings.

Possible work streams:



- Consider using Smartsheets, Trello or MS teams for real-time updates and tracking of projects.
- Prioritize your project list on **impact, feasibility, and engagement**.
- Empower your Green Team by **delegating ownership** to projects or project milestones.

6 ▶

Success Support – Budget and Sponsors

Investigate who the right people are to contact at your site when it comes to electricity, waste management, and other key area.

Be careful and ensure to stay aligned with your team members to avoid contacting facility managers multiple times about the same subject!

Work to **establish a sponsor from the business** for support/credibility:

- 🐼 Start with smaller efforts to win influence and gain traction, showcase and generate awareness for your results to influence leadership support.

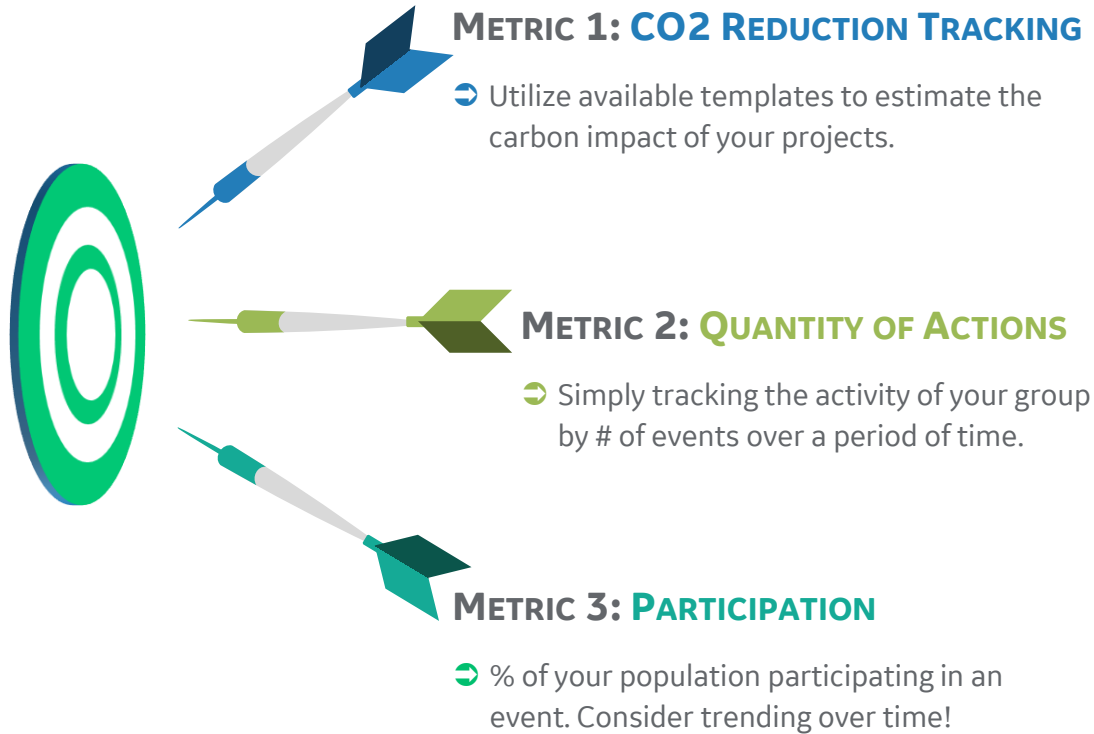
Establish a budget up front:

- 🐼 Partner with your local GE volunteers' group to utilize corporate budget.
- 🐼 Executive support for smaller, ad-hoc sponsorship (exp. lunch and learn food).
- 🐼 Connect with environmental health and safety (EHS) team to align budget.



Measure Impact ◀ 7

Measuring your impact is essential to a sustainable project lifecycle. Green teams often find it challenging to pinpoint a metric to highlight their success, but there are creative ways to achieve this! Below are a few options for impact metrics of a green team.



8 ▶

Communicate Successes

A clear success statement will help you secure support for future projects and increase momentum for engagement as people see what kind of impact they can contribute to.

- Consider **creating a shared mailbox** from which you are going to send communications to employees in your site.
- Keep your **strategy consistent**.
- Utilize a **variety of avenues** to hit a diverse audience.



Frequently Asked Questions

STILL HAVE SOME DOUBT? MAYBE THIS COULD HELP 😊

THERE ARE SEVERAL GE BUSINESSES ON MY SITE. WHAT SHOULD I DO?

That's great! Invite them to be part of your group and thus have even bigger impact when organizing any kind of activities and leading your collective site to be carbon neutral.

WHAT KIND OF AWARD I CAN GIVE EMPLOYEES FOR PARTICIPATING IN CARBON NEUTRAL ACTIVITIES?

Remember that Carbon Neutral program is all about sustainability, thus the gift should also be sustainable:

- 🍃 Items made from compostable or bio-degradable materials.
- 🍃 Use GE Recognition system. The employee will be able to elect what they prefer as a gift.
- 🍃 Award employees with outdoor plants that they could plant in their home garden.
- 🍃 Get a voucher from a (maybe local) carbon emissions offset platform and give it to employee. The gift will be meaningful, because the employee will be able to offset their monthly/yearly carbon emissions as well as support a non-profit project, helping to reduce the global carbon emissions.



THANK YOU!

