

GREEN TEAMS | PROJECTS GUIDE

A key part of a successful Green Team is identifying, planning, and executing **impactful projects**.

Projects are typically focused on:

1. Lowering the overall carbon footprint of a site through collective action and individual choices and / or
2. Raising awareness of individual choices and general environmental impact and frameworks



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DETAILS ON EACH ELEMENT

This guide will take you through the following:
[How to Choose a Project](#),
[Measuring Success](#), [Key Lessons Learned](#),
[Quick Win Projects](#) + [Link to Full Project List](#)

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SEE BELOW A LIST OF TOPICS DISCUSSED THROUGHOUT THIS DOCUMENT

1| How to choose a project

You can choose from the techniques below!

- Brainstorming
- Building Momentum
- High Impact High Effort
- Workstreams and Backlog



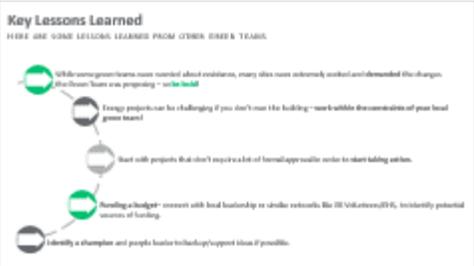
2| Measuring Success

We have 3 metrics to get you started



Key Lessons Learned |3

Learn from common challenges and feedback



Quick Win Projects |4

Find a list on the Project Development Channel!



How to choose a project

FEEL FREE TO CHOOSE FROM ANY OF THE 4 SUGGESTIONS BELOW!

CONSIDER CROWDFUNDED BRAINSTORMING!

1. Set up a 'sustainability wall' in a public space and invite employees to post ideas on sticky notes
2. Send a survey to the site asking for ideas

Sometimes smaller projects may not seem as exciting, but they are easier to complete – think low / no budget and no required approvals. Take a look at **our 'quick win' projects** – as a way to build momentum for the team!

If you have a large green team, consider aligning **separate workstreams and having a list of projects to work through for each**.

Example workstreams:

- 🔗 Energy consumption
- 🔗 Transport + Logistics
- 🔗 Waste Management
- 🔗 Food
- 🔗 Goods enter site
- 🔗 Gas in HVAC
- 🔗 Transportation of employees



Brainstorming projects is a great way to get the whole team on the same page! Take a look at our quick win projects below, and full project list on the **Project Development channel** for guides.



Another approach is to **identify the highest impact project for a site** (e.g. improving sustainability of logistics at a site) – this approach is more likely to be successful with strong leadership support and tight alignment with EHS or other key stakeholders.



Measuring Success

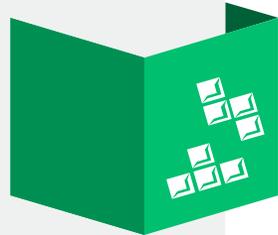
NOTHING BETTER THAN SHOWCASING SUCCESS BASED ON GREAT METRICS, DON'T YOU AGREE?

Just as important as executing on a project is **ensuring that your project has the desired impact**. Different green teams have various approaches to this problem statement, but here are some of the more popular metrics.



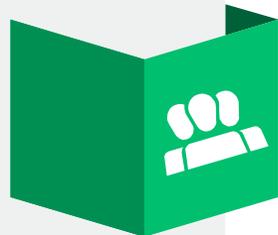
METRIC 1: CO₂ REDUCTION TRACKING

1. Identify a carbon tracking tool (find free ones online or learn from the GT network!)
2. Measure your baseline
3. Choose projects based on impact to CO₂ bottom line
4. Reducing CO₂ = Success!



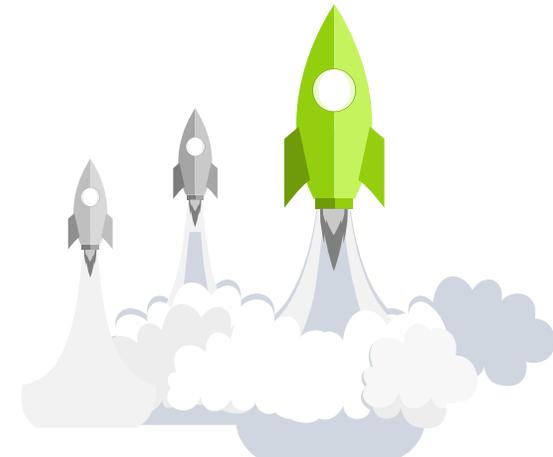
METRIC 2: QUANTITY OF ACTIONS

- ➔ (Action taken) X (# of people) = Success Metric
- ➔ Alternatively, # of completed projects per year = Success Metric



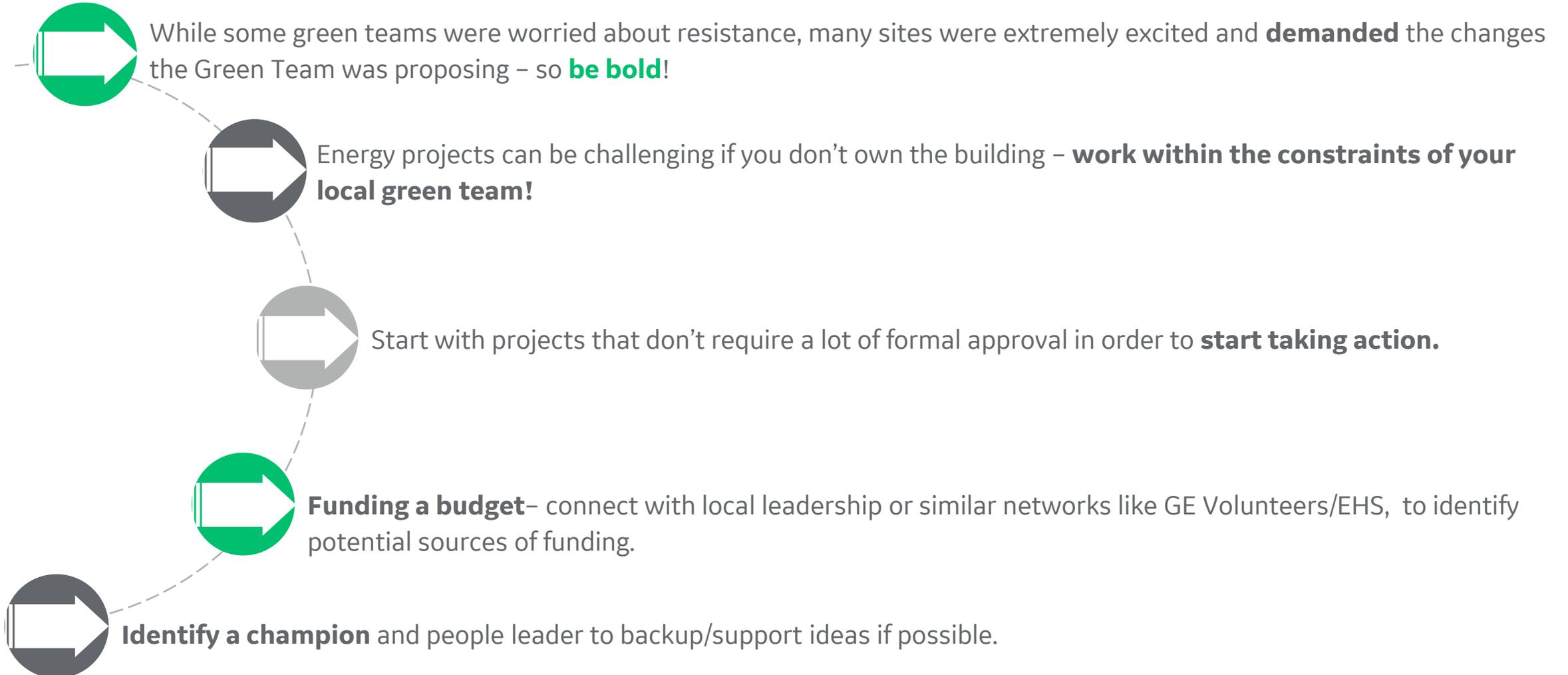
METRIC 3: PARTICIPATION

- ➔ $\frac{\% \text{ of employees participating in event}}{\text{total \# of employees at a site}}$
- ➔ Consider trending this over time!



Key Lessons Learned

HERE ARE SOME LESSONS LEARNED FROM OTHER GREEN TEAMS



Quick Win Projects

ALSO CHECK OUT THE FULL PROJECT LIST ON THE **PROJECT DEVELOPMENT CHANNEL!**



FOOD

- ◆ Reusable mugs (provided by site) or bring your own cups/mugs
- ◆ Use ground coffee instead of the nespresso/keurig single use cups



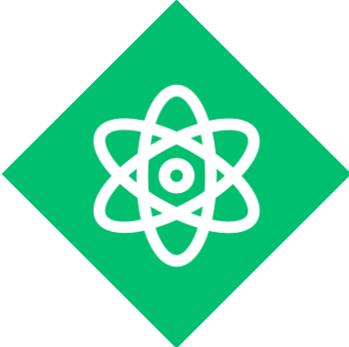
TRANSPORTATION

- ◆ Encourage carbon-friendly transportation – like biking or public transport (measure the results!)
- ◆ Ask for new bike racks + incentive on bike riding to work



WORK

- ◆ Update printers' settings
- ◆ Include guidance on what is required to reduce plastic in packaging solutions
- ◆ Green IT solutions to save energy at your workstations
- ◆ Be friendly to plants day



ADVOCACY

- ◆ Plan a workshop on climate change and what is at stake



HOME/ INDIVIDUAL

- ◆ Share tips and tricks for sustainable living at home
- ◆ Encourage employees to evaluate switching their energy provider to one that sources renewable energy

Example Projects

1 Transportation Challenge



WHAT

As part of a 2019 competition across the region to reduce CO2 emissions from work commutes, the GE site in Vulleurbanne, France the site posed a challenge to all employees – “How would you get to work other than driving in your car?”

Other sites in France have launched Transportation Days as well, including the Green Teams at Citylights and Saint-Priest, aimed at educating employees on the environmental benefits of alternative commuting.

How

- ➔ Advocated for the event with emails, site yammer posts and flyers
- ➔ Set up tables at site entrances
- ➔ Ordered coffee and breakfast foods available to those who commuted via an alternate method that day (biking, walking, bus, scooter, train, carpooling)
- ➔ Participants were entered into a drawing for a prize at the end of the day
- ➔ Partnered with local bike shops to give advice and offer maintenance to commuters throughout the day
- ➔ Reserved special parking spots for those who carpool
- ➔ Researched local or company incentives for employees who bike to work
- ➔ Recorded the distance traveled from each employee

RESULTS



2 A Green Kitchen



WHAT

Many green initiatives start in the kitchen, or more broadly the cafeterias and canteens on site where employees tend to generate waste. Green Teams have targeted the kitchen with a variety of projects spanning plastic reduction or meat alternatives, find some inspiration below!

How

- ➔ **Reusable coffee mugs** – Many sites have removed styrofoam in the kitchen by offering reusable mugs and other dishware. Schenectady’s team used a holiday event to distribute mugs, while the team in Saudi Arabia and Bahrain personalized them with employee names.
- ➔ **Water filtering service** – Oakbrook’s green team installed water filter stations as they removed single-use plastic water bottles from their cafeteria.
- ➔ **Zero plastic** – Beyond cups, the team at Montpellier advocated for complete removal of all plastic utensils and to-go containers. One site offered reusable lunch bags to avoid single-use plastic bags.
- ➔ **Meatless Mondays** – A green team worked with their cafeteria to serve plant-based protein products and vegetarian alternatives on Mondays to reduce red-meat consumption.
- ➔ **On-site garden** - The team in Taubaté started a garden which donates their food to local charities. The volunteer-led garden project raises awareness on the importance of eating fresh, local and organic, and encourages a more plant-based diet.

Your cafeteria/canteen is a good place to start for quick-win projects, with many Green Teams available to share their experiences from past initiatives. Be sure to use the Project Development channel to connect with your peer teams for tips on engaging with kitchen managers, suppliers, and securing a budget for reusable materials.