

“Demonstrate, Educate and Promote”

Sustainable Engagement

The purpose of a Team is to allow for the distribution of work between several people. Every Business has a purpose and therefore needs a Team or Teams of people with different tasks to accomplish this purpose and to operate. In order to transition to a more sustainable and responsible way of doing Business, you will need one more Team, the **Green Team**.

The **Green Team** will help you make your Business Greener, or better said, more **Sustainable** while helping the core team make your **Business more Profitable**.

Profitable and Sustainable is Ecolonomics!

As a reminder:

“**Green**” implies protecting people’s health and well-being through the use of natural products and safer procedures.

“**Sustainable**” implies reducing the environmental impact from the manufacturer to the product user.

The purpose of a **Green Team** is to educate and promote the Green changes inside your Business.

Educate your employees to be open and flexible with changes. Nothing is set forever. If your staff is willing, I mean genuinely willing to accept and be part of the changes, you will be able to make the right decisions as one and be successful in your endeavor.

Have the Management Team understanding the importance of the Green changes, and make the Green changes part of your operations and most importantly, part of your Culture.

Second have your Key employees involved in the decision making process and changes. In short, have them being part of the solution by asking for their ideas, suggestions, and participation; they are the ones who will make the greatest impact during the implementation of the changes.

Finally during this first stage, when you have the support and commitment of your Managers and Key Employees, share your Company's new vision with the rest of the Staff. You may be surprised to learn that some people are already engaged with Green behavior at Home and want to do the same at work, and will be very active inside the **Green Team. Avoid the "old fashioned way of management" with a mechanical approach and promote employee engagement by creating a learning environment, taking and sharing new ideas with anyone and making decisions as a Team. Then, when a decision has been made, everyone will share the responsibility for doing it. Good ideas not only come from the top, but also come from the bottom!**

During a defined time period, 3 months would be reasonable as a period, check as you go that everyone is "walking the talk" and Managers are leading by example. If you are facing some difficulties from some individuals, deal with it from the top, from the management level.

There is a saying that I like a lot: "Be part of the solution, don't be part of the problem".

Also after 29 years of Hospitality experience, I found out that most of the people feel secure when they are familiar with the same routine. When you need to adapt to a new situation and you have to make changes: "1/3 of the people fear change, 1/3 of the people love it and 1/3 will follow the majority!" So, first work with the

people who love it, then work with the people that fear changes and the rest will follow.

After this time period, include the **Green Tasks** as part of each employee and manager job description, and they will be evaluated such as. If some individuals are not performing properly with their Green Tasks, responsibilities and obligations, their performance must be considered and evaluated at the same level as a job performance issue, and therefore, approached and dealt with in the same way, no more, no less.

The Green changes can be behavioral or technical, or a blend of both; embarking on a **Greening Mission** can be overwhelming, but perhaps by thinking in terms of going from light to dark, meaning going from a low-budget investment to a substantial capital investment, will help. For instance, a "**Light Green**" approach involves a lower-budget and a more behavioral focus that can still save significant costs, while a "**Dark Green**" approach involves a larger budget and a more aggressive attitude that can yield major savings and generate even more profit.

Businesses and Employees can sometimes fear changes, can be stressed and overloaded with work, may not have extra money to spare, may have a very limited time frame or may become confused with too much information. So delegate, share ideas, decisions and responsibilities. Remember that making mistakes is part of the new learning experience; do not instill punishment as part of your policy enforcement system, instead, encourage the trying out of new ideas within acceptable structure and systems as part of your policy.

The main points for promoting changes and creating a dedicated **Green Team** are:

- 1/ Understand that our world will be always changing: **“The only constant is change”**
- 2/ Have an Ecological and clear Vision: **“Profitable and Sustainable are the 2 sides of the same coin”**
- 3/ Shift to a new mind set: **“Green your mind”**
- 4/ Allocate resources to people: **“Allocate Time and Money”**
- 5/ Remember that Behavioral changes come first then invest in the Technical changes: **“First use the “Light Green” approach then use the “Dark Green” approach”**
- 6/ Change the metrics because you will see where the successes are: **“Control the usage because you cannot control the pricing”**
- 7/ Switch to **“Sustainable Accounting”** because you will see more benefits in investing: **“For every investment do a “Life Cycle Analysis”**
- 8/ Build sales by using new **“Sustainable Marketing”** tools: **“Build Sales with a Loyalty and Rewards Marketing Program’ AKA “Acquisition and Retention Marketing”**
- 9/ Select a **“Topics and Tasks”**: do a **“Sustainable Strategic Planning”**
- 10/ Communicate with your People, Promote and Reward **LIDER**ship: **“Leadership, Innovation, Dedication, Execution, Results and Recognition”**

Then Execute with your **Green Team**:

- 1/ Appoint a Green Director, Green Team Leader, Green Manager, or Green Coordinator; whatever the title, appoint one person at the head of the project (You may also use the word Sustainable instead of Green)
- 2/ Set goals, **“SMART”** goals and communicate those goals to everyone

3/ Establish a **Green Team** to execute green management activities across different parts of your organization and ensure integration of the best practices to all levels of your organization

4/ Allocate resources, time and money to your Green Projects

5/ Institute a **Green Policy**; lay down the foundation for setting performance goals and integrating **Green Management** into an organization's culture and operations:

6/ When everything is in place, it is time for action

7/ Follow up, report, review and reward performance

8/ Leave room for innovation and for mistakes

9/ Learn from others and use the Green Guide

My recommendation is to work for 3 months with your staff, then when everyone is more familiar with the importance and benefits of those changes, prepare a long term plan: a "**Dark Green**" one.

Last Update: 18 November 2009

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