



## Green Champions Network

It is really important to engage with staff across your organisation to promote environmental awareness and get people properly involved in your EMS.

So you are not overwhelmed with doing everything on your own, setting up a network of Green Champions is a great way to promote two-way communication.

You can use them to run projects, promote competitions or activities and encourage staff to feed ideas back to you on the EMS.



### Recruit & Get Them up to Speed

First recruit a group of Green Champions. Try to get someone from each department or location around the organisation, as it helps spread the word easily. If someone is already keen & environmentally aware, all the better.

Agree Terms of Reference (i.e. their responsibilities, time requirements, how the group will work). As the Champions will be doing things for the company during work time, it is best to get the approval of their manager.

Meet, or at least liaise electronically, with your Champions regularly, so they feel engaged & motivated, and know what they should be doing and when.

Some people may feel daunted by this role or that they don't know enough to answer questions. Train them up so they have the key info and skills to engage with colleagues.

### Set a Programme

It's a good idea to plan out a programme of activities for your Green Champions, on occasions, throughout the year. Get them involved in a mixture of activities e.g. running (small or dedicated) projects, promoting competitions or activities, or simply getting together to discuss the latest environmental issues.

Here a few ideas of issues / activities you might choose:

Green Champion to provide info to colleagues	Green Champion to run projects or promote activities
<ul style="list-style-type: none"> <li>● Saving energy</li> <li>● Public transport info &amp; discounted tickets</li> <li>● Recycling – what &amp; where</li> <li>● Double-sided printing</li> <li>● Switch it off – lights, equipment, air con</li> </ul>	<ul style="list-style-type: none"> <li>● Take the stairs (not the lift) day</li> <li>● Bike Week</li> <li>● Bring your own lunch day</li> <li>● Switch it Off audit – what equipment's been left on at night (reward good practice)</li> </ul>

- Car sharing
- Love Food, Hate Waste
- Green Christmas ideas
- Green options to purchase
- How much have we saved? Achieving targets.

- Planting a garden area
- Schwopping - lunchtime clothes parties to swap clothes no longer wanted (rest goes to charity)
- Team building conservation day
- Paper audit – how much does each office use?
- Waste bin spot checks

You may wish to join in on national & international campaigns (just make sure they are non-political).

Campaign	When	What you can do
<a href="#">Earth Hour</a>	Mid-late March	Switch off lights for an hour at 8.30 Saturday night
<a href="#">World Environment Day</a>	5 <sup>th</sup> June	Environment Day roadshow for staff - quiz, activities, prizes, information
<a href="#">Bike Week</a>	Early June	Bike event - free breakfast; Bike Doctor; prizes
<a href="#">Big Energy Saving Week</a>	Late October	Giveaways of LED lightbulbs, thermometers to test heating temperature, information
<a href="#">The Big Tidy Up</a>	Spring	Litter pick of your site & around it
<a href="#">World Water Day</a>	22 <sup>nd</sup> March	Water awareness - short showers, tips on fixing dripping taps, water hogs for toilet cistern
<a href="#">International Women's Day</a>	8 <sup>th</sup> March	Speakers, mentoring sessions, career advice
<a href="#">World Car-Free Day</a>	22 <sup>nd</sup> September	Car-free event - breakfast; free tickets; Bike Doctor; prizes
<a href="#">Recycle Week</a>	Late September	Waste audit (check for correct recycling), give info, games about recycling
<a href="#">World Habitat Day</a>	2 <sup>nd</sup> October	Go for a walk & check out the local flowers, birds & animals
<a href="#">International Mountain Day</a>	11 <sup>th</sup> December	If can't climb a mountain, info on ecology
Not a formal campaign	December	Reduce waste at Christmas



### Budgeting

Time is the major resource of having a Green Champion network (the champions themselves and someone to coordinate it), but it can be good idea to have a budget – for both minor expenses (e.g. printing, goodies to be used in promotions) and maybe that champions can apply for, to fund projects of their own. (NB: define the rules of what's covered. If you turn something down, make sure you explain why, so the champion isn't demoralised).

### Brand It

While we are excited about environmental management, it is understandable that many of our colleagues need some convincing. Delivering messages / activities in a consistent manner is important – make it professional, not too amateur-looking.

Having a good brand for the environmental management work can help with recognition and retention of the information. Talking about “our ISO 14001 Environmental Management System” is a bit long-winded, so try to think of something a little snappier. A name for the network is good too. I have used the term Green Champions in this document, but you may wish to choose another name.

## Communicate Widely

Communication is so important.

Get your message across, both to Champions and wider range of staff, using different means of communication: Posters, newsletters, intranet pages/section, competitions, projects, Green Day or Roadshow, newsflash on intranet homepage or (targeted) emails, etc.

What <i>e.g.</i>	When	Who's leading on this	How communicated	Measure success
Take the Stairs Day	October 11 <sup>th</sup>	John	Poster, news section, game/app, follow up results (prizes for most flights of stairs climbed)	No. people taking part Competition between teams NB: calculate electricity saved from lift journeys avoided.

Try to make things interactive - gamify the experience. Get an element of competition & fun.

Don't try to go into far too much detail. Your champions are not climate scientists, so don't expect them to convert climate change sceptics. Keep them doing things relevant to your business and their colleagues.

Promote the issues and celebrate your successes.

## About ESHCon - Anya Ledwith (CEnv)

I am an experienced business adviser and auditor, with over 20 years of leadership in the field of environmental management. A Chartered Environmentalist, a Registered Environmental Auditor & a Lead ESOS Assessor, it is *my mission is to make environmental management the business norm*. With expert advice and a pragmatic approach, I make it easy for clients to find improvements and see the commercial benefit. Away from work, I am the Chairman of Gatwick Diamond Business and volunteer for the Sussex Community Foundation. For adventure, I rode a classic motorcycle across the Himalayas.

## Do Get in Touch to discuss your needs & find out how I can help



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