

Employee engagement

How to drive sustainable behaviour from within



Why get your employees and colleagues involved with sustainability?

It's simple...

Engaging and educating your staff on internal processes to save energy and reduce carbon at work will not only help your business reduce its environmental impact against the UK's net zero target and meet its corporate sustainability goals, but it can also encourage them to change their energy use habits at home, helping them to save money on their energy bills.

What should you do?

There are many ways to start or boost your sustainability journey with your employees. We've got some starting points.



1 Nominate your energy champions

- Get your employees involved directly with energy saving.
- Send out information on the benefits via emails, posters, staff intranet.
- Choose and recruit your energy champion or green team.
- Set goals for them to achieve, such as saving energy and sustainability meetings.
- Share your successes with the wider business and other colleagues.

2 Train employees to save energy

- Deliver a presentation showcasing the benefits of saving energy and how to be sustainable.
- Share learning materials via email or staff intranet.
- Host an energy saving quiz based on what your employees have learned.
- Reward employees for displaying sustainable behaviours.

3 Run an internal sustainability campaign

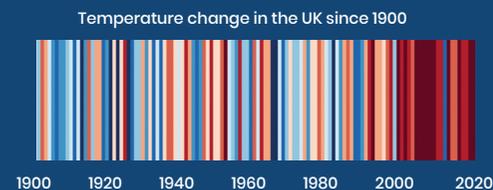
- Measure energy use at home and at the office.
- Provide instructional posters.
- Communicate information and updates through emails, posters and intranet.
- Share interesting and relatable energy facts. [[Infact bulletin](#)]
- Run seasonal sustainability themes. [[Find out more](#)]
- Share your results. [[Evaluation services](#)]

What is Net zero?

'Net zero' refers to achieving an overall balance between the carbon emitted into the atmosphere and the carbon removed from it. This is to limit the rise in Earth's temperature and frequency of negative environmental impacts caused by this rise.

We all have a part to play and both small and large businesses will need look at their own environmental impact and embed actions into the core of their practices to help the UK reach its target.

The UK is committed to reaching net zero by 2050, as stated in the Climate Change Act 2008 legislation.



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Get involved with sustainability

Having a sustainable business and strategy requires buy-in from every member of staff, from the top to the bottom.

If you want to start engaging your teams and colleagues in the most effective way, consider getting in touch with Energy Saving Trust to develop a bespoke employee engagement strategy for your organisation. Some of our employee engagement services include:

- sustainable working workshops
- internal energy saving communications plan
- verified energy saving facts and tips for work
- energy champion and green team training
- smarter driver training
- sustainable strategic consultancy

For more information about our employee engagement services, please **contact us**.

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