

Employee engagement

How to drive sustainable behaviour from within



Get your employees and colleagues involved with sustainability

With energy bills and operational costs rising, introducing measures to reduce energy use within your business could save you money on energy costs and improve your sustainability credentials. It will also be a vital first step to reaching the UK's net zero target.

Whether your employees are working remotely or in an office, there are several things you can do to make sure they're on board with energy efficiency and sustainability. Reminding them to turn off lights or unplug their computer when they finish may seem like small steps, but when everyone does their part, these things have a way of adding up.

This starts with getting every employee on board. Benefits of training and engaging staff with sustainable behaviour changes include:

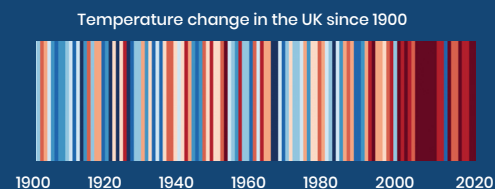
- a more comfortable work environment
- reduced energy bills at work and at home
- increased profitability due to energy savings
- reduced exposure to future energy price rises
- reduced carbon footprint across scope 1 and 2 emissions

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.



Where should you start?

There are many ways to start or boost your sustainability journey with your employees. Here are some starting points.

1 Create a sustainability group

You no doubt have talented individuals within your organisation, so why not utilise them? To drive home energy efficiency tips, ways to reduce waste or information on low carbon travel, ask some of your enthusiastic employees to help:

- motivate staff to be more sustainable and energy efficient
- make your company attractive to customers with sustainability credentials
- ensure that company sustainability KPIs are met

2 Teach employees to save energy

Sustainability meetings are a great way to get staff members involved. It's also a way for your employees to share tips and personal anecdotes with each other. You may be surprised by the new and innovative suggestions your team will come up with when asked. You could also:

- share learning materials, quizzes, tips and guides on how to be more energy efficient and sustainable at work, home and while travelling
- reward employees for displaying sustainable behaviours or taking part
- send updates on energy saved and carbon emission reductions

3 Run an internal sustainability campaign

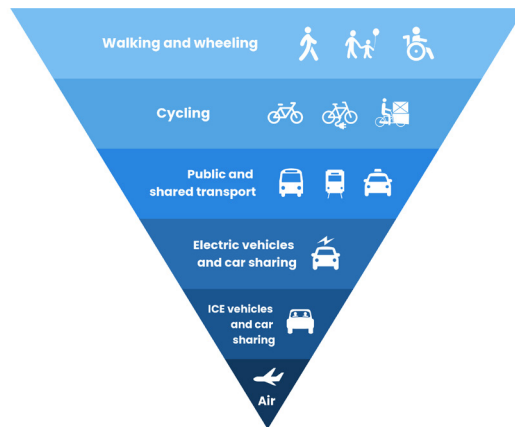
- measure energy use at home and at the office [\[Link\]](#)
- provide instructional posters [\[Link\]](#)
- communicate information internally [\[Link\]](#)
- share interesting and relatable energy facts [\[Link\]](#)
- share your full corporate sustainability strategy [\[Link\]](#)



Advice for active travel

Consider providing tips on active travel. Active travel is all about getting you moving from A to B in ways that don't use fossil fuels. Below are just a few benefits your employees participating in active travel.

- Save money – On average, vehicle tax, maintenance and insurance alone can cost £969 per year – grabbing some trainers or a bike will reduce costs.
- Improved health and happiness – walking regularly can reduce the risk of heart disease by 35%, while active travel helps manage stress and weight.
- Help the planet – switching from fossil fuelled vehicles to active travel will cut congestion, carbon dioxide emissions and other air pollutants that endanger public health and ecosystems.
- It's quicker than you think – on average, you can walk a mile in around 15 – 20 minutes or cycle this in five. It could take longer to find your car keys!



Advice for energy efficiency

Consider bringing in experts to lead sustainability workshops or creating tailored training materials. This could be a presentation that provides an insight into the benefits of saving energy for your company, employees and the country, which includes:

- a brief introduction to net zero
- your company's sustainability targets
- sustainable working practices
- tips to reduce your personal carbon footprint
- your brand perception for ethical consumers

To really drive home that engagement, you can also create a variety of energy saving resources and materials that include easily digestible information and benefits of saving energy. Posters, FAQs, leaflets, emails and blogs can all help with this.



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

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