

## Changing Behaviors at Your Business

# FORMING A GREEN TEAM

**Congratulations and welcome to the Albuquerque Mayor's Energy Challenge!**

As a member of the Challenge, you will learn new ways to reduce your building's energy use over the next year through the investment in energy saving technologies, opportunities to take advantage of local incentive programs and learning best practices from your fellow small businesses. Getting your employees engaged will be an important part of the Challenge.

Your first step in the Challenge will be to form a Green Team. This group of employees will steward your energy savings and plans and work to get others in the company to support your business' energy savings goals.

Employee Participation is Important: According to the American Council for an Energy Efficient Economy, even with high efficiency technologies, 30 percent or more of the energy savings are lost without engaging building users. A commitment to energy savings isn't just good for the environment and your budget, it's good for your business' image with customers and current and potential employees. Customers and employees want businesses to be environmentally responsible.



*of young employees would be more loyal to a company that helps them contribute to social and environmental issues*



*of young employees say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues*



*young employees consider a company's social and environmental commitments when deciding where to work*

**Your Green Team will be the impetus for change in your business:**



Form a Green Team subcommittee of employees who are especially interested in this work. The team will identify ways to save energy at your business and help educate employees on how they can engage in these initiatives. The team will create your Mayor's Energy Challenge plan for reducing energy use.

Host a kickoff event and share your Green Team's plan with all of your employees. Let them know about the environmental benefits as well!

Give your Green Team the support they need to:

Arrange additional training or workshops for your employees to help them learn basic conservation techniques. Your Green Team can bring in outside speakers for employee meetings or find no-fee webinars or on-line materials.

Encourage healthy competition. Employees can form teams that can help come up with the best energy savings ideas for your office or consider recognition or awards for all employees once your business meets key energy savings goals.

Develop a 12-month campaign with an energy savings tip a month. Help connect employees to programs that will help them save energy at home as well.

Post friendly reminders around the office about everything from charging habits to heating and cooling guidelines to turning off the lights.

Share your employees' energy savings success with customers through social media, advertising and other communications venues.

Offer recognition or awards for all employees once your business meets its key energy savings goals.

