

A close-up photograph of a branch with several bright green, serrated leaves. The leaves are in sharp focus in the foreground, while the background is a soft, out-of-focus blur of more green foliage and light. The overall tone is fresh and natural.

Employee Engagement: Waste Reduction

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What happens to our plastic?

- Atlantic garbage patch video
- <http://news.discovery.com/videos/earth-whats-an-ocean-garbage-patch.html>



Our approach

- Fun, easy, popular
 - Something people *want* to do
 - Make it *easy* for people to do
 - Supported by a *big group* of peers
- Structure of activities
 - Competitive
 - Voluntary
 - Culturally embedded



Competitions

- The ERG Paper Challenge
 - Key Components
 - Baseline, measurement techniques , goals, tips, results, point person, office paper champions
 - Rewards/incentives
 - Office pizza party
 - Evolution to policy
 - Default double-sided printing and draft printers
 - Talking point for company
 - Next Steps: The ERG Energy Reduction Challenge!



Voluntary Initiatives

- Employees volunteering to do extra
 - Composting
 - Inner-office supply swap table
 - Employee-driven recycling (batteries, electronics)
 - Green Commute Week



Culturally Embedded Expectations

- Mini trash cans
- Tour of recycling center for new employees
- Personalized dishtowels
- Reusable grocery bag
- Fact sheets on recycling policy
- Communications to employees (e.g., posters, emails, newsletter, wiki, website)
- BYOD – minimal amount of disposable dishware



Example: Composting

- Put in freezer to overcome smell
- Prominent signage





Example: Mini Trashcans

- Convenient, effective, culturally embedded message
- www.cleanriver.com





Example: Recycling Center

- Centrally located with prominent signage
- Part of the orientation tour for new employees

