

## Green teams for success

**A corporate green team is an effective way to inspire environmental change in the workplace. Green teams support corporate social responsibility initiatives and help companies develop and implement sustainability projects. Here's how to set your green team up for success.**

### ***What is a green team?***

Green teams are often self-directed employee-led committees. Their size, scope and level of activity and formality varies according to corporate need. They actively promote sustainability initiatives in the workplace and oversee environmental projects. Successful green teams can build employee trust, increase satisfaction at work and effect positive change beyond the workplace.

### ***Five Steps to Creating a Successful Green Team***

#### **1. Create a core team**

Determine who is best suited to lead the team. Approach employees or colleagues from different departments to ensure company-wide representation. Start with 3-4 members. Members should be committed to working toward a shared vision. They don't need to be experts.

#### **2. Set the scope**

Establish the structure of the team and the types of activities it will undertake. Align the team's vision with corporate priorities and determine activities based on your company's environmental footprint.

#### **3. Engage everyone**

Engage all staff and corporate leaders in the green team's initiatives. Invite staff to provide ideas or to get involved in implementation. Discuss corporate priority alignment with leadership teams and educate stakeholders on the value of the team's work.

#### **4. Start small**

Choose small, tangible projects that are achievable and have high visibility to generate interest and build momentum for larger projects. Identify measurable outcomes that support corporate goals.

# Corporate Green Teams

## 5. Document, measure, celebrate, report, repeat

Showcase your work and measure outcomes to build credibility, generate company-wide support and inspire increased engagement. Communicate the benefits of the work being done to staff, stakeholders and the broader community. Learn from previous efforts and apply what you've learned to new projects.

## Resources

WWF Guide to Forming a Green Team <https://atwork.wwf.ca/actions/how-to-form-a-green-team/>  
Evergreen and CVC's Greening Corporate Grounds Guide <https://www.evergreen.ca/downloads/pdfs/GCG-Manual-web.pdf>

## Connect with us

Credit Valley Conservation's Greening Corporate Grounds program

Website: [cvc.ca/gcg](http://cvc.ca/gcg)

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