



Employee Awareness - DNA

Embedding Environmental Responsibility into the DNA of your business

Very often an individual in a company leads the implementation of an EMS – they are personally engaged and motivated and more often than not are fully supported by senior management/owners.

However, if the programme relies on one person then it will fail if that person leaves, is posted to other duties, is sick or for a variety of reasons. Primarily the programme will be seen as “belonging” to that individual and once he/she stops being engaged – it will die.

To avoid this and build a sustainable environmentally responsible initiative within a company/organisation we propose that it is embedded within the operational and organisational structure of the business so that it must be addressed on a regular basis. If the champion leaves or falters then the system will demand a replacement or more support.

Embedding EMS

Company Vision

Incorporate Environmental responsibility into the overall vision – mission statement – of the company or business. This will demonstrate senior management commitment

Budget for it

Create a specific budget for environmental management activities – to fund training, awareness etc – this should be a mandatory expenditure item – it must be spent annually.

Job Descriptions

Add a line to each Job Description requiring every employee to actively engage and support the Environmental Initiatives within the company and their own department.

Performance Appraisal

Add a review of the individual’s engagement with the environmental programme within the business at the annual performance appraisal – this requires the employee to show how they have engaged.

Staff handbook

Incorporate the companies Vision, Mission Statement and environmental actions, policies, targets and employees’ responsibilities and required support.



General Induction

Add a 5/10-minute slot into the general induction process – ask the Green Manager to deliver it

Departmental induction

Add the department's environmental actions into the departmental induction – what am I required to do that is specific to my department

Green Notice Board

Have a separate employee notice board for Environmental issues, copies of minutes of Green meetings, targets, objectives, suggestion page etc. There should be a strong link between this and the company's environmental/sustainability webpages

Monthly Management Meetings

Put environmental responsibility onto the formal agenda – not a AOB – then indicators, actions etc must be reviewed

Monthly Indicator Reports

Once adopted publish regularly the benchmark data the business uses (at least monthly) with a summary review/report – this would mainly be for internal use – Green notice board etc

Annual report and Review

Produce and publish an Annual company performance report and set targets for the next year

Communicate to Stakeholders

Create an Environmentally Responsible page on the company website and publish annual reports and targets here and any other information relevant for stakeholders

By adopting all these steps, a company makes it impossible for the Green initiative to falter as it will be part of what you do! Embedded into your DNA