



# 5 communication tips for your workplace challenge!

## 1.

### Use many communications channels:



- E-mail blasts
- Internal newsletters
- Company’s intranet site
- Employee monitor pop-up messages (ask your IT department about this)
- Announcements over the PA system
- Posters in lunchrooms, bulletin boards, elevators, etc.
- Digital signage
- E-mails from senior executives
- Lunch and learns
- Social or environmental committees
- Workplace IM conversations (e.g. Yammer)
- Phone calls

## 2.

### Make it topical:

Conduct your communications during an environmental-themed date or period.



- |                                       |   |
|---------------------------------------|---|
| <b>March 3:</b><br>World Wildlife Day | <b>June 5:</b><br>World Environment Day                   |
| <b>Late March:</b><br>Earth Hour      | <b>June 8:</b><br>World Oceans Day                        |
| <b>April 22:</b><br>Earth Day         | <b>August:</b><br>Earth Overshoot Day (changes each year) |
| <b>Mid-May:</b><br>Bike to Work day   | <b>Mid-October:</b><br>Waste Reduction Week               |

## 3.

### Some example calls to action:

- Take a footprint reduction action
- Volunteer your time
- Learn about our sustainability goals
- Join our workplace challenge
- RSVP to an event

## 4.

### Give Context

How does it ladder up to broader company goals? How will it benefit the environment?

## 5.

### Be succinct

- Use bullet points to summarize the e-mail
- Minimize text in posters
- Make your call to action stand out