



RUNNING A SUCCESSFUL GREEN WEEK

– SOME IDEAS TO GET YOUR STARTED

WHY RUN A GREEN WEEK?

The *B-Sustainable team* at Burges Salmon are experienced at running Green Week events and, as an LSA executive firm member with a strong commitment to sustainability and a successful track record of managing and reducing their carbon, staff awareness of green issues was already at a high level. So, why run a Green Week? When we asked Burges Salmon they told us that there are always new people to target and a Green Week acts as a really good focus for staff engagement. It also helps to provide activities which resonate with staff members who might be less interested in carbon footprinting but who relate to other areas of sustainability that directly affect their working lives.

Burges Salmon's *B-Sustainable team* also point out that some staff don't always translate home habits (such as recycling and reducing energy costs) into the workplace automatically. Besides which, Green Weeks can be great fun!

WHAT MAKES A SUCCESSFUL GREEN WEEK?

A mixture of activities that cover as wide a group of staff as possible is best. Try to appeal to all teams across the firm and staff at all levels – fee earners, graduate recruits, senior partners, admin and support teams, buildings and facilities management teams etc. as well as the already enlightened Green Champions in your firm.

This means putting on a range of different types of events and opportunities to get involved over the week.

PLAN FOR SUCCESS

Set up a cross department team to plan the Green Week – or you may already have a network of Green Champions so use those to kick start ideas. Burges Salmon use their *B-Sustainable* committee and the individual green reps on each floor of their building to raise awareness and get buy in.

Green champions or reps are a huge asset – they can share communications with their immediate colleagues, encourage everyone to get involved and generate enthusiasm around initiatives. It is a great way to encourage employee engagement across all departments.

Start early and keep it simple and practical in the first instance – better to do a few things well rather than be too ambitious. Once you have established a pattern you can build extra events in each year.

REWARDS AND INCENTIVES

Rewards go down well: whether it's a free breakfast for staff who have cycled or walked to work, or small cash or gift prizes help to incentivise staff.

Never underestimate the power of chocolate! For example, for a “monitors off overnight” initiative, ask staff to turn off their pc monitors when they leave at night and in the morning reward them with a delicious (preferably fair trade) chocolate left on their keyboard. Simple, relatively cheap, and very effective - this is a great way to highlight the energy and carbon saving potential of ‘switching off’ at night.



WORK WITH SUPPLIERS

Linklaters, another LSA executive firm, used World Environment Day each year between 2007- 2016 to work with their catering suppliers to develop sustainability in both the supply chain and in provision of in-house catering. This included: removing plastic cups, introducing recyclable cups and “taxing” take away cups, reducing packaging, developing a sustainability cookbook with recipes from across the global firm, using coffee waste for bio fuels and encouraging suppliers to take to back their daily packaging waste for recycling. In 2015 they saved over 4000kgs of waste by halving the number of single use takeaway containers alone. So, seemingly small actions can have dramatic impact.

SOME IDEAS TO GET YOU STARTED

Meat Free Monday – the idea started with the McCartneys in 2009 to highlight the environmental impact of meat production – introduce a meat free day in staff canteen to encourage awareness and improve health (<http://www.meatfreemondays.com/>)

Clothes Swop – encourage staff to bring in good quality clothes that they no longer wear to swop across the firm. Those who don't have an item to swop can make a donation if they choose an item to take and all those not swopped can be donated to a local charity shop. This encourages recycling, is a fun and cheap way to upcycle your wardrobe

Smoothie Bikes – not just speed but accuracy are needed as you ride a static smoothie bike generating enough energy to turn delicious fruit into a healthy smoothie

Green Week Bingo – for every activity staff complete they can stamp their bingo card and then enter it into the bingo draw to win a prize

Encourage 'wild ideas' from recording birdsong, taking a nature photo on way into work and sharing it, kicking off your shoes to walk on the grass either at lunchtime or when you get home, turn off all electronic devices when you get home - just a few ideas to get you started!

Try a *Green Week Quiz*. You could use your LSA carbon report to share facts about the firm by testing your staff's knowledge about your carbon footprint, or highlight the UN SDGs

Take the stairs not the lift – climbing the stairs is good exercise and saves energy have a lift free day

These are just a few ideas but we would love to hear more from LSA firms so, if you have had a successful event, do let us know so we can share it with others. (It's always good to hear about what firms have learned in putting on a Green Week. Things that don't quite go to plan are also useful to share, so let us know about what you've learned, what you would do differently and things you've tried which you would advise others to avoid!)

With thanks to LSA Executive Firms



and

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