

Successful action on social and environmental sustainability requires engagement and buy-in from your entire employee team, who will ultimately be responsible for putting it into action.

Follow the steps below to advance **employee engagement**, on the Pathway to **Net Positive Hospitality**!



1. Understand your team

It's important to understand your team's current level of knowledge and awareness regarding sustainability where your hotel is located.

Be sure to review current education, training and skills development available to your team.

Questions to consider:

- Does my team understand the term 'sustainability'?
- Are they familiar with the company's ESG strategy and targets?
- Are they aware of the sustainability impacts/opportunities relating to their job?



2. Set targets and develop a plan

We recommend collaborating with your team to determine their preferred approach to developing and participating in ESG initiatives.

Consider implementing the following steps:

- Conduct a team discussion to establish a consensus regarding the ESG objectives.
- Plan a launch for the agreed initiatives with employee engagement.
- Agree with your team on the criteria for measuring the success of these initiatives.
- Consider the manner, in which you want to communicate the team's actions and successes internally, such as via noticeboards, emails or messages, and meetings.



3. Increase knowledge

Be sure to plan appropriate methods to increase employee understanding of and engagement in ESG initiatives.

You should aim to:

- Explain the advantages of participating in ESG projects, including why it matters, the impact it will have and how it aligns with the company vision.
- Emphasise the individual benefits for employees when participating in ESG initiatives, such as new skills, improved wellbeing and enhanced career opportunities.
- Provide employees with the tools and resources necessary to integrate and implement sustainable practices in their daily work.
- Encourage employees to participate in ESG learning or education programmes.



4. Take action

There are a number of steps you can take to advance employee engagement.

We recommend implementing the following actions:

- Establish a sustainability training programme for all employees.
- Create a task force to take the lead on implementing specific sustainability projects.
- Ensure employees and non-employee workers are participating in sustainability initiatives or projects.
- Engage your team in crafting informative documents for staff outlining sustainability practices and behaviour.
- Offer education, training and skills development opportunities for entry-level and non-employee workers. Strengthen career progression opportunities and ensuring these are clearly communicated to employees.
- Demonstrate to employees how to translate words into action.
- Implement a robust employee volunteering programme.



5. Review progress and reward effort

Remember to check how engagement is going by providing opportunities for employees and non-employee workers to share their feedback, as well as asking team leaders to report on progress.

We recommend evaluating the following points:

- Are employees and workers successfully learning how to implement sustainable practices?
- Have employees or workers found any barriers to participation?
- Do employees feel they are having a positive impact?
- Do employees have any ideas for new ESG initiatives?

To reward the efforts of employees and workers, you could consider:

- Using formal or informal methods, such as certificates, badges, bonuses, prizes, or public recognition, to acknowledge and appreciate employees' contributions to ESG goals.
- Sharing environmental performance updates in regular senior leadership and team meetings.
- Celebrating the progress that your team has made, by highlighting best practice via newsletters and social media.



Resource:

Find out [how gamification can help maximise employee engagement in ESG efforts](#), from My Green Butler



Resource:

Discover [best practices in sustainability engagement](#), from the Center for Climate and Energy Solutions