



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