



Version 1.0, Feb 2008

Green Communications

If you're working on improving your environmental performance don't be shy about it. Share your experiences and success (and maybe sometimes your problems) with staff, with users and other organisations.

The benefits of good communications include the positive involvement of staff, volunteers and possibly users. You are 'Walking the Talk' and showing what can be done, and you should be able to show measurable reductions in your use of resources and hopefully lower bills.

You may also find there is the possibility of new partnerships or of wider civic engagement through joint work on environmental issues.

Internal communications

These are important, especially where you can show changes and quick wins to motivate staff and volunteers. The aim is to foster the development of a workplace culture that consciously supports EAC's aims and recognises that every contribution helps make a difference.

So spread the word:

- Give feedback to staff and volunteers on how things are going
- Encourage staff and volunteers by using visual reminders, stickers etc
- Publicise any relevant events that might boost your in-house activities e.g. local environment weeks, recycling campaigns
- Encourage feedback from staff, users, volunteers etc
- Encourage participation or support other local community initiatives
- Make a statement with promotional items you use (pens/pencils made from recycled materials, cloth bags with a message)
- Avoid gimmicky short-use items
- Ensure your website reflects your commitment

External communications

It's important to tell others what you are doing and why. This can be done informally, via notice boards seen by visitors, or via your newsletters, website, networks and annual report.

Local organisations have a key role to play in education, awareness-raising and enabling action by individuals and communities. People may trust their local community organisations more than they trust a local council or a business.

You can help encourage people to participate in local activity, whether it's action on climate change, conservation or recycling, by highlighting other people's activities in mailings etc.

You may also find it helpful to make contact with local environmental networks or forums. This may open new channels for communication, advice or co-operation.