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Introducing Environmental Issues to Trustees

If your organisation is going to improve its' environmental performance then it needs to get everyone involved. That includes your Board of Trustees. These are people who will hopefully be concerned about the long-term interests of the organisation and are likely to be involved because they share the values and mission.

They may wonder why the organisation is spending time on environmental issues, and it's important that you show them how this links to your main focus. Some ways forward might include:

When you've got a core group of staff interested and starting to get active, invite one or two trustees for an informal discussion in the office. Get one to act as an 'environmental champion' on the Board. Take the idea of an Action plan to the Board at an early stage. Highlight how this can save the organisation money and can help the people you work with change their behaviour as well. Brief them well. A short background note on 'What's all this got to do with us? An introduction to environmental issues for trustees' can be downloaded from <http://eaclink.info/?IFDJJ>. (This is adapted from 'Better places, better planet' – a plain English guide for community organisation, published by the Community Development Foundation.