



A short guide to organise a Sustainability Day

- For Companies -



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Internal and external communication is part of most environmental management systems (EMAS, ISO 14001). This is due to the fact that involvement of internal and external stakeholders will foster the implementation of measures set in the plan of progress.

Companies are the most credible multipliers for employees and thus the companies' example will count. The approach taken in C4ET, is to apply measures for energy management taken by companies, to the employee's private life and households. This helps to disseminate measures to save energy, drive the energy transition and inform employees about relevant activities.

Apart from that, companies compete for qualified employees, where sustainability and corporate responsibility appears to be an increasingly important criterion for people looking for new job opportunities. A company doing well, thus should put an emphasis on communicating the undertaken efforts.

C4ET proposes a series of tools to involve employees into the companies' environmental tasks, CSR-Management and to support activities.

A sustainability day offers the opportunity to introduce the topic of energy transition in a relaxed atmosphere and can be coupled with other activities. For the sustainability day the following components can be proposed and adopted along a company's requirements:

- Talks, presentations and discussions
- Site visits on/to the company grounds
- Sustainable projects fair
- Entertainment and C4ET games and tools
- Canteen and catering

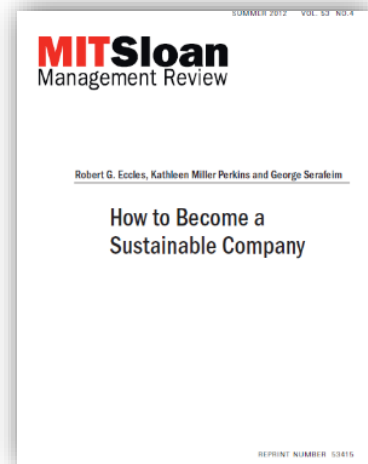
C4ET supplemental information material is listed at the end of this document.

Talks, presentations and discussions

Energy transition is a technical challenge and a process of social change. Creativity, initiative and innovative ideas are crucial for the success of this process in Europe and beyond. In this respect, a Sustainability Day can benefit not only from expert input, both externally and internally, but also from employees' common sense, experience, ideas and suggestions.

In order to stimulate an exchange of ideas on various energy topics, a half-day event including the following programme items/ elements could be organised:

- ✍ Presentations of the company's management activities in environmental management and corporate responsibility
- ✍ Company units (management, product development, production, purchasing, sales & marketing, facility management, human resources) introduce projects related to saving energy, resource efficiency, environmental issues and other
- ✍ Panel discussions on energy transition with environmental management and external experts, e.g. from NGOs
- ✍ Exchange of ideas (Employees, visitors, experts etc.): round tables, brainstorming workshops, world cafes on energy topics
- ✍ Posters (see C4ET tools)



Site visits of/ to company units and facilities

Environmental management systems like EMAS and ISO 14001 provide information for adaptations and alterations in all company departments. The departments should provide an introduction regarding achievements, work in progress and further steps. A sustainability day may include:

- ✍ Product development: new approaches, e.g. renewable materials, material saving, planned recycling of products
- ✍ Production: e.g. waste heat recovery, reduction of starting losses, reuse and recycling of process waste materials, use of renewable energies, energy efficiency, reduction of mass throughputs
- ✍ Purchasing: supply chain management, sustainability-related criteria for suppliers, e.g. environmental management system, sustainable sourcing schemes
- ✍ Sales & marketing: the company as link in the supply chain, business cases for sustainability, energy, biodiversity and CSR, sustainability and environmental management as arguments and requirements in sales
- ✍ Facility management: efficient energy production, production and use of renewable energy, energy saving measures (LED, reduction of standby-losses, insulation of windows etc.), passive management of summer heat (green roofs and walls) etc.
- ✍ Human resources: training and education for employees in sustainability issues, means and offers for saving energy, e.g. facilitation of public transport, use of bicycle, incentives/ rewards for exemplary behaviour



Sustainable projects fair

Many companies are important stakeholders within a community or city. With corporate responsibility activities in the neighbourhood, companies influence the society in many ways. In addition to internal communication and involvement of employees, external communication and the involvement of the civil society is an important task. This gives companies a chance to showcase relevant activities and invite community stakeholders to contribute and provide constructive criticism but also communicate good examples to the society. Methods for this can be the previously mentioned formats, presentations and site visits. One approach allowing more involvement and exchange is a small fair organised and carried out on the companies' premises or somewhere in the town. Some ideas for such a fair are:

- ✓ Sustainable products showcase: sustainable and energy efficient products are introduced by the product development or sales department
- ✓ Energy efficiency in the company's daily life (light, heating, waste reduction and management, ...)
- ✓ Information desk by an energy agency or community on energy consumption, EU-labels, hints for energy saving etc.
- ✓ Renewable energy projects by the city's energy supplier, offers for employees and citizens
- ✓ Local initiatives and environmental NGOs present approaches and work on energy efficiency and other related topics



Entertainment, C4ET games and tools

Games and interactive tools offer effective and entertaining ways to enhance people's understanding of complex issues. By experiencing technologies and concepts first-hand, the learning process is interactive and motivates people to take action. Some ideas for the active involvement of employees:

- ✓ Parkour with interactive exhibits on a sustainable lifestyle
- ✓ Models that demonstrate the technology of generating electricity from wind, solar and hydro power
- ✓ Competitions with prizes (e.g. test drive with an electric car):



Treadmills turning sweat into electricity

1.) Generate electricity with the help of a bike (e.g. www.strom-velo.com¹)

2.) Comparison of power consumption between halogen, LED and energy saving lamp by means of connection to an electricity meter
→ extrapolation of consumption per year

3.) Interactive games (see C4ET website)

¹ Further information: info@designwerk.com

Canteen and catering

Food is a basic human requirement and food consumption is directly linked to energy issues. Therefore, considering the topic of nutrition during such a sustainability day is a given. Two alternative approaches can be proposed, depending on the local situation:

✍ Company Canteen – Regional Delights

A Sustainability Day can facilitate the promotion of regional and organic products or vegetarian dishes in the canteen and explain the connection between energy transition and food consumption. Many canteens and food service providers have advanced knowledge on that.

✍ External Catering

When selecting an external catering service, the following criteria should be considered:

- Organic products
- Regional products
- Reusable dishes

✍ Cooking events with visitors

Examples:

- Cooking with a solar cooker or biogas
- Testing dried fruits from a solar dryer
- Preparation of curd cheese with herbs



Solar cooker and dryer

Model schedule of a sustainability day

A sustainability day can be set up in many ways, as described above. Small companies will likely organise a half day event with some external experts and with a close link to the core business, i.e. management of risks and opportunities, including lunch. Large companies can prepare a whole day workshop with an evening venue and a variety of opportunities to involve employees, stakeholders and the civil society. The following table gives a comprehensive overview of a possible schedule for a sustainability day:

07:30 – 09:30 hrs	Preparation of activities, some preparation will be required in advance
10:00 – 10:30 hrs	Opening with welcome notes of CEO, director or owner, introduction of the day by sustainability manager, CRS-department or others promoting environmental protection
10:30 – 12:00 hrs	Site visits to different departments; employees and visitors may choose 2 out of 6
12:00 – 12:30 hrs	Short report from departments visits by one previously appointed person
12:30 – 13:30 hrs	Lunch in canteen with a variety of special dishes which are tested for their potential to later become every-day offers, feedback on these dishes
13:30 – 15:30 hrs	Sustainable projects fair with short presentations at each stand about new products, projects by civil society organisations and others
15:30 – 17:00 hrs	World café on four issues of interest to the employees and previously voted or of interest to the management and previously communicated
17:30 – 17:30 hrs	Wrap up of world café results by moderator
17:30 – 18:00 hrs	Closing and outlook by CEO, director or owner.

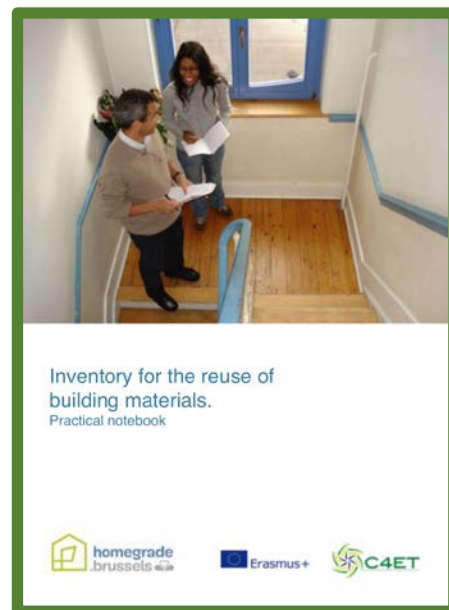


C4ET supplemental information

A Sustainability Day is supposed to inspire employees to reflect upon their behaviour and motivate them to actively contribute to energy transition. Since energy is a complex issue, one day is probably not enough to cover the whole range of relevant topics. For those who want to delve more deeply into certain aspects, further information could be made available. Active companies can use the pedagogical material produced in the framework of this C4ET project. The EU, regional NGOs and national offices provide a large variety of complementary material on various energy and sustainability issues.

Examples for information material:

- ✓ How to save energy at home? (Topic of the month, C4ET)
- ✓ Advantages and applications of different sources of renewable energy? (Energy providers)
- ✓ How to reuse or recycle building materials during a renovation (Inventory, C4ET)
- ✓ Information on food cultivation methods & transport
- ✓ Fact sheets (Tools C4ET)
- ✓ E-books (Tool C4ET)



C4ET Information Material





Further information on the project: www.citizens4energytransition.org
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