



Employee Engagement Resources

Many of Alameda County's sustainability programs could not be implemented without the support and engagement of a broad base of employees. Below are examples of campaigns and outreach materials, as well as descriptions of our approach.

These links and details on our climate action plan are available on our website. More information about our Green Ambassadors peer environmental educators and collaboration with janitorial services staff will be posted soon: <http://www.acsustain.org>.



Examples of Materials

Campaign Materials

- Office Paper Waste Reduction
<http://www.acgov.org/sustain/what/wastereduction/index.htm>
- Paper Towel Reduction
<http://www.acgov.org/sustain/what/wastereduction/towels.htm>

Multimedia Outreach Materials

- "Great Race: Green Business Travel Alternatives" (video) – July 2011
http://www.youtube.com/watch?v=k6Vdomlqlxs&list=PLB357175EF671E2C6&index=2&feature=plpp_video
- "Sustainable I Am": Illustrated story and as performed by General Services Agency Green Team – September 2012
<https://docs.google.com/open?id=0BwLGTD4HsE2TzQwQTRveDMYWF>
<https://picasaweb.google.com/107892713293649326612/GreenTeamAtTownHall?authuser=0&authkey=Gv1sRgCKbv9b3PsfSBmAE&feat=directlink>

Descriptions of Our Approach

Employee Engagement in Climate Action

- Behavior Energy and Climate Change Conference Presentation (slides): “From Planning to Action: Involving Employees in Your Climate Action Plan” – November 2012
<http://becccconference.org/wp-content/uploads/2012/11/2012-11-13-Ryan-Bell-Planning-to-Action-Session-6-D-v5.pdf>
- *Sustainable Industries* article: “Local Impact: How local government is enhancing human innovation” – September 2012
<http://sustainableindustries.com/articles/2012/09/local-impact>

Facilitating Shared Ownership in Climate Action Plan Implementation

- Green California Summit Presentation (slides): “Put the ‘Action’ Into Your Climate Action Plan: Make the Most of Your Meetings” – April 2012
<http://www.green-technology.org/gcsummit/images/Action-Plan1.pdf>
- ICMA Sustainable Communities Blog: “Meetings That Put the ‘Action’ Into Your Sustainability Action Plans” – July 2012
http://icma.org/en/BlogPost/745/Meetings_That_Put_the_Action_Into_Your_Sustainability_Action_Plans
- Next Generation of Government Summit Presentation (video): “Put the ‘Action’ in Your Action Plan” – July 2012
<http://www.govloop.com/group/nextgenerationofgovernment/page/nextgen-2012-videos#sadigh>

Resources

Books

- *Fostering Sustainable Behavior: Community Based Social Marketing*
<http://www.cbsm.com/pages/guide/preface/>

Supportive Local Organizations

- Center for Strategic Facilitation: licensed provider of training on the Technology of Participation™ facilitation methods in the Bay Area
<http://www.strategicfacilitation.com/>
- Climate Corps Bay Area: 10-month fellowships, through which several fellows placed with us have focused on employee engagement
<http://www.climatecorps-bayarea.org/>