

# **Taking Climate Action to Scale**



# **Employee** Engagement: Thousands Participate

in Green & Healthy **Events and Meetings** 

# **Green & Healthy Events**

Alameda County's Green & Healthy events certification was developed to reduce the environmental impacts of countyled meetings. Created by a crossagency climate team, the certification allows any employee planning an event to integrate eco-actions such as reducing paper handouts, providing public transportation resources, leading exercise breaks, and serving healthy foods.

# **Employee Engagement**

A six-week competition in 2015, the Green & Healthy Awards applied a social marketing approach to encourage employees to get their peers involved in planning green and healthy meetings. An awards ceremony recognized leaders.

A six-week competition to celebrate Green & Healthy meeting planners more than tripled the number of employees certifying events.

# BY THE NUMBERS

In only six weeks, **192** events and meetings were certified, more than doubling pre-contest levels

152 event planners certified a meeting, 144 for the first time

All 20 County agencies participated

9250 employees and County residents experienced a green event as a result

## IN THEIR WORDS

"I'm proud of being a trendsetter in our department. It makes others aware there are many things we can do to reduce waste." - Eydie D., County

Administrator's Office

"People really want to be green and having this support empowers them to reduce waste." - Paul T., Health Care Services Agency

> For more information: www.acsustain.org acsustain@acgov.org







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# Employee Engagement: Hundreds Experience

Hundreds Experience the Benefits of a Clean Commute

# Clean Commuting

Employee commutes account for a large portion of the County's greenhouse gas emissions. Many employees were not aware of clean commute options: new County shuttles from train stations, our carpool matching system, or benefits like pre-tax deduction for transit or free carpool parking.

# **Employee Engagement**

The Community Commutes Day competition used an online game that invited employees to pledge to clean commute on Earth Day. The game provided tailored information to employees about commute options – and equipped and incentivized local champions to spread the word in person.



A clean commuting campaign engaged 750 employees in a one-day competition in 2016.

## BY THE NUMBERS

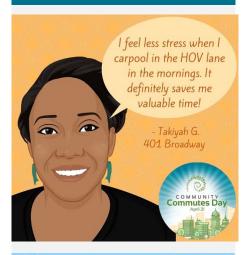
**All 20** County agencies participated in **35** building-based teams

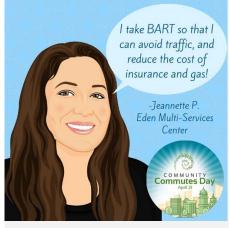
Over 135 employees who normally drive alone experienced a clean commute, many sharing their stories

**Tenfold** increase in the number of employees actively reaching out to peers to promote clean commuting



### IN THEIR WORDS





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