



# Green Office Week<sup>®</sup> 2015

The Green Goodwill Campaign



## INFOKIT

Contains guidelines and templates for organisations and for green goodwill champions.



Join our campaign. Spread the word!

## Green Office Week®'s 2015 GREEN GOODWILL CAMPAIGN

A campaign inviting you to raise your own bar! If ever you wanted to do something special and make your life significant, this is your opportunity.

Green Office Week®, takes place annually in South Africa, and is meant to create opportunities for individuals (inter-office or inter-company) to communicate on eco-friendly behaviours with the purpose of revitalising or initiating a 'green' conscience.

Green Office Week®, also known by its acronym GOW, sets a theme for workplaces every year, which drives actions to specific areas, and this year (2015) the focus is on spreading Green Goodwill.

In 2015, GOW's theme is:

**You have the Power  
To spread Green Goodwill.**

Therefore, the Green Goodwill Campaign derives from the 2015 theme.

This info-kit contains information on:

- ◆ Info on the Green Goodwill Campaign
- ◆ Info on the Green Goodwill Charter
- ◆ Info on becoming a Green Goodwill Champion
- ◆ Info on an Action Plan

## Green Goodwill Info Sheet: FAQs

We provide all the info you need to inspire yourself and inspire others.

### When does the Green Goodwill Campaign take place?

Green Office Week® in 2015 runs from **Monday 20 April to Friday 24 April**. It's Green Goodwill Campaign aims to inspire as many individuals and workplaces nationwide as possible to take the week as an opportunity to reflect and see how their day-by-day behaviours could improve to become more eco-friendly and efficient. Although the campaign kicks off on 20 April, the first day of Green Office Week®, ideally it should remain as a mindset long after.

### What does the Green Goodwill Campaign mean to achieve?

Adhering to the Green Goodwill Campaign means that -

#### At least:

Working citizens focus on their everyday behaviours which could lead to unnecessary wastage of key resources (water, energy,) and inculcate a mindset of recycling, reusing and reducing their carbon footprint. A number of toolkits are available on the GOW website: [www.greenofficeweek.co.za](http://www.greenofficeweek.co.za)

#### At best:

1. Getting organisations to adopt and sign a Green Goodwill Charter
2. Getting individuals to volunteer to become Green Goodwill Ambassadors, and sign a Pledge.

Every workplace, or leader, can decide at what level they would like to engage in the campaign.

GOW provides documents to assist the decision and ensure participants know what is expected and what to do.

### Where can one get more information on the campaign?

All information and documents are available on Green Office Week®'s website: [www.greenofficeweek.co.za](http://www.greenofficeweek.co.za).

### How does one go about joining and participating in the campaign?

It's easy. The information in this info-kit helps you decide how involved you want to be. There are various ways and levels of involvement.

This is an excellent opportunity for adopting and signing a **Green Goodwill Charter**, and/or volunteering to become the **Green Goodwill Ambassador** at your office/workplace.







The Charter enhances your green credentials

# The Green Goodwill Charter FOR ORGANISATIONS

All organisations, large or small, private or public now have an opportunity to show the nation their contemporary thinking and behaviours.

**The Green Goodwill Charter is both a document and a process which organisations are invited to visibly commit to, and therefore show a willingness to embrace green goodwill principles and values.**

In 2015, in addition to providing the usual annual supporting toolkit, GOW elevates its invitation to organisations by asking them to adopt and sign a Green Goodwill Charter. The act of actually signing the Charter and displaying it, communicates a commitment to adopt a culture of eco-consciousness and eco-conscientiousness.

A Charter is a document which spells out a series of principles, values and intentions. The Green Goodwill Charter spells out what organisations need to respect and commit in terms of being a green goodwill supporter.

In compiling the Charter, GOW used many sources and references to assist it in its content.

A download link of the Charter is available on page 5 of this info-kit.

## Green Goodwill Charter Info Sheet: FAQs

We provide the aims and criteria which quickly guides you through the process.

### What are the Green Goodwill Charter's aims?

GOW's Green Goodwill Charter aims to get as many as organisations as possible to become active agents and champions of spreading 'green goodwill'.

### What is the criteria for an organisation to sign the Charter?

The criteria is a genuine intent and an honest commitment to becoming eco-friendly and eco-efficient.

### Who should sign the Green Goodwill Charter?

Each organisation can decide who it should be: CEO or COO or CFO or Sustainability Director. Equally, it can be any executive, manager or supervisor who signs on behalf of his/her department or branch office.

If none of the above, then it can be signed by the Green Goodwill Ambassador. This then reflects the team's intentions and not necessarily the organisation.

### What does one do once the Green Goodwill Charter is signed?

There are a number of ensuing actions:

- Display it where everyone can see it. Where there are a number of buildings/branch offices involved, you can display a scanned copy of it.
- Add this factor to your organisation's annual report.

(Optional) Send a scanned copy of it to GOW's offices: [gow@greenofficeweek.co.za](mailto:gow@greenofficeweek.co.za)

### Is it compulsory to appoint a Green Goodwill Ambassador if an organisation signs the Green Goodwill Charter ?

No. However, It would be best, to have one, or to have someone in the organisation who is "seen" to be the champion of eco-friendliness – this could be the procurement officer, or someone else that people will recognise as a 'champion' of the green cause. It's your choice.

### Where can we get a copy of the Green Goodwill Charter?

[Download your copy of the Charter here](#)

Adopt the **Green Goodwill Charter** and you also have the choice of encouraging individuals to volunteer to become **Green Goodwill Ambassadors**.





Volunteer and raise your professional status

## Green Goodwill Ambassadors

\* TEAM LEADERS OF GREEN GOODWILL CAMPAIGN \*

Encourage others. Take the lead. Show the way.

Green Office Week® would be honoured to have you participate in its campaign; to count on you as a fellow South African to become an ambassador of 'green' behaviours.

By participating you are giving yourself a badge of honour because you ARE making a difference – a difference to the way workplaces function, to the environment, and (no matter how large or small) to the planet earth's survival.

The reasons for work teams to embrace eco-friendly behaviours are compelling because on one hand these can culminate in savings which, makes the workplace more financially stable, and/or on the other can even secure performance bonuses for employees from the budget surplus.

Green Office Week®'s 2015 Green Goodwill Campaign is largely dependent on volunteers at workplaces to become Green Goodwill Ambassadors and drive their colleagues to adopt more green behaviours, as well as spread the green goodwill message to their suppliers.

This is your invitation, and opportunity, to take the baton and become part of a world movement which is striving to ensure our planet stands a chance.

In compiling the Pledge, GOW used many sources and references to assist it in its content.

Make your pledge. Get your Pledge document from a download link on Page 7 of this Info-kit.

## Green Goodwill Ambassador's Info Sheet: FAQs

We provide the aims and criteria which quickly guides you through the requirements.

### Who can become a Green Goodwill Ambassador?

Any individual at a workplace can volunteer to become one if (s)he:

- Is passionate about the environment
- Is able to inspire and lead others to adopt new behaviours.

### Can one appoint a Green Goodwill Ambassador or does it have to be a 'volunteer'?

Either or.

### Can one be a Green Goodwill Ambassador in an organisation that does not want to adopt a Green Goodwill Charter?

Yes. In this case, the Green Goodwill Ambassador just signs the Green Goodwill Ambassador Pledge and leads his/her team/department/branch office to become caring 'green' working citizens.

### What is the role of a Green Goodwill Ambassador?

There are two levels of engagement: A Green Goodwill Ambassador can take on the role of 'Facilitator' or 'Leader'. In both cases, the Green Goodwill Ambassador has to sign the Pledge.

[Download your Pledge document here](#)

### What is the difference between being a Facilitator or Leader?

**A Green Goodwill Ambassador as Facilitator** is not obliged to follow the Green Goodwill Campaign's **ACTION PLAN**. As facilitator, the role is to engage team members on what they would like to focus on during then campaign. The **details of your role** as facilitator are available on **Page 8**.

*Advantages of this choice:*

*The green behavioural expectations are totally suggested by the team. The deadlines and ways of measuring success are decided upon by the team. Some teams prefer this method of creating their own road-maps and not follow templates.*

**A Green Goodwill Ambassador as Leader** gets the team to follow the Green Goodwill Campaign's **ACTION PLAN** template, and invites input to tailor-make it to the particular team involved. The **details of your role** as leader are available on **Page 9**.

*Advantages of this choice:*

*The **ACTION PLAN** template is available (on request) so that the actions required are mostly drawn up and this saves busy teams from having to spend time drawing up a road-map from scratch.*

*NB To get the **ACTION PLAN** template please email us on [gow@greenoffice week.co.za](mailto:gow@greenoffice week.co.za)*

It's all happening in April. In your own way you can become part of the "**in-generation**" – an enlightened generation.



## IF YOU CHOOSE YOUR ROLE TO BE Green Goodwill Ambassador as FACILITATOR

Your preparation requires that you

Familiarise yourself with all Info Sheet/FAQs on:

- ◆ Green Goodwill Campaign
- ◆ Green Goodwill Ambassador and the Pledge
- ◆ Green Goodwill Charter
- ◆ (Optional: The Action Plan)

### Suggested process

- 1 Before April 20: Inform your manager of the Green Goodwill Campaign and of the Green Goodwill Charter by sharing the Info Sheet/FAQs with him/her.
- 2 Ask your manager who (s)he suggests should sign the Charter. Inform him/her that it can be signed by an executive or by a team leader ie. the Green Goodwill Ambassador.
- 3 If (s)he for, some reason, does not wish to have a Charter, inform him/her that you would still like to drive the GOW Green Goodwill Campaign.
- 4 If there is no objection, have a meeting with your team and inform them of the campaign, and that you would like to have as many team members involved as possible (team can mean your office, department, floor etc).
- 5 Show them the Green Goodwill Ambassador's Pledge and inform them that you are going to sign it in their presence. Display it where appropriate. If the Charter has been signed, display this one as well.
- 6 Inform them of the benefits of the Green Goodwill Campaign in terms of "doing good" for the environment whilst "doing good" for the office budget.
- 7 Ask them what suggestions they would like to make on how the whole team can be more eco-conscious and be less wasteful of resources. Write the ideas down as your very own **ACTION PLAN**.
- 8 Distribute the plan electronically to the team, and inform them that at an agreed upon date you can all measure how committed and successful you have all been, and how you can improve as well as sustain the new behaviours.

## IF YOU CHOOSE YOUR ROLE TO BE Green Goodwill Ambassador as LEADER

Your preparation requires that you

Familiarise yourself with all Info Sheet/FAQS on:

- ◆ Green Goodwill Campaign
- ◆ Green Goodwill Ambassador and the Pledge
- ◆ Green Goodwill Charter
- ◆ The Action Plan

### Suggested process

- 1 Before April 20: Inform your manager of the Green Goodwill Campaign and of the Green Goodwill Charter by sharing the Info Sheet/FAQs with him/her.
- 2 Ask your manager who (s)he suggests should sign the Charter. Inform him/her that it can be signed by an executive or by a team leader ie. the Green Goodwill Ambassador.
- 3 If (s)he for, some reason, does not wish to have a Charter, inform him/her that you would still like to drive the GOW Green Goodwill Campaign.
- 4 If there is no objection, have a meeting with your team and inform them of campaign, and that you would like to have as many team members involved as possible (team can mean your office, department, floor etc).
- 5 Show them the Green Goodwill Ambassador's Pledge and inform them that you are going to sign it in their presence. Display it where appropriate. If the Charter has been signed, display this one as well.
- 6 Inform them of the benefits of the Green Goodwill Campaign in terms of "doing good" for the environment whilst "doing good" for the office budget.
- 7 Show and share with your team the Green Goodwill Campaign's **ACTION PLAN** which is supplied by GOW.
- 8 Together with them tailor-make the **ACTION PLAN** to suit your team and office goals i.e. Edit each column where it applies to you (if need be), and fill in the columns where your specific team's details are required.
- 9 Ensure everyone has an electronic copy of the final version of the **ACTION PLAN**.



## The Green Goodwill **ACTION PLAN**

The **ACTION PLAN** offers an easy structure for Green Goodwill Ambassadors to follow and saves everyone a huge amount of time in pin-pointing what can be done in terms of eco-friendly behaviours and setting out goals.

In essence, the beauty of the Action Plan is that it is an enabling and dynamic platform for workplace individuals and teams to exchange views, and debate key practices.

The Action Plan ultimately encouraging consensus and promoting best practice in eco-friendly behaviours.

**Note: In compiling the Action Plan, GOW used many sources and references to assist it in its content.**

**To get your copy of the Action Plan please email us on [gow@greenofficeweek.co.za](mailto:gow@greenofficeweek.co.za)**