

Taken from *Becoming a Sustainable Organization: A Project and Portfolio Management Approach*, by Kristina Kohl, MBA, PMP. © 2016 CRC Press.

Checklist for Engaging Internal Stakeholders in Sustainability

1. Enlist the C-suite to support the organization's sustainable vision through words and deeds.
2. Develop a clear sustainability mission statement and communication plan that articulates its alignment with core business goals.
3. Enlist senior management to launch the program, communicate sustainability goals and targets, and participate in incentive and award programs.
4. Align internal and external vision and messaging.
5. Clearly communicate employees' roles and responsibilities and how work roles will be impacted.
6. Meet employees where they are, by incorporating the message as part of the employees' work routine. Use existing structures such as the intranet, staff meetings, and signs in break rooms to let them know about the program.
7. Vary communication platforms, including push and pull formats, in-person meetings, prominent signage, email, newsletters, intranet portals, and private social media. Giving and getting information are both crucial.
8. Provide meaningful incentives for employees to encourage behavior change and alignment with sustainability mission and goals.
9. Provide opportunities for employees interested in sustainability to participate in leadership roles for special projects, green teams, or program steering committees.
10. Create a program seeking employees' ideas and contributions.
11. Create recognition, awards, and other incentive programs for employee participation and contributions.
12. Define clear metrics to measure progress and communicate results to employees through easily accessible dashboards.
13. Gather employee feedback through surveys and focus groups.
14. Incorporate the feedback into future sustainability plan and programs.
15. Be creative and have fun!