

# Sustain Evanston

## Communications Toolkit



This Communications Toolkit is meant to provide Sustain Evanston participants with resources, templates and messaging examples to assist in highlighting your sustainability efforts to your employees and customers. Sustain Evanston isn't just an environmental business program, but a program aimed to promote the community, economy, and environment.

### Employee Engagement

Employees are at the heart of your business and educating them on sustainable habits can empower them with information and make your business more sustainable. As you go through the recognition program, be sure to tell your employees about your participation and why. Send out updates outlining your businesses' initiatives and the progress of those initiatives. Employees can help you implement new programs, come up with new ideas, and support your efforts as you make changes. If your business is larger, consider starting a green team of interested employees, which will increase engagement and a diversity of ideas to support your sustainability initiatives.

### Educate

Making your employees aware of a problem or opportunity for action is the first step. Let employees know your goals and why. Below is information to share with employees about why energy, water, and resource conservation matter.

#### Energy

- Building energy usage is the largest contributor to greenhouse gas emissions in Evanston.
- LED light bulbs use at least 75% less energy and last 25 times longer than incandescent lighting.

#### Water

- Install and implementing water conserving methods reduces your risk as precipitation patterns become more variable. .
- Water efficient equipment saves water and energy since energy is needed to heat, purify, and pump water to your building.
- Small leaks can add up to many gallons of water and dollars wasted each month.

#### Resources

- Reducing waste sent to landfills conserves natural resources, reduces pollution, and saves landfill space.

- As plastics break down into smaller pieces, toxic chemicals leach out and end up in water, which is harmful to humans and wildlife.
- Using paper from recycled paper uses less energy, water, and produces lower carbon emissions.

### **Messaging**

Once you have determined the important goals and facts to share with employees, you can disseminate the message through employee newsletters, intranet homepages, employee meetings, and signage in common areas. For example, if you are implementing a new recycling program, be sure to put up signage of what can and cannot be recycled, include recycling information in the employee onboarding process, and update everyone with the new changes through an email.

## Customer Engagement

### **Social Media**

Social media is a great place to engage customers and clients in your sustainability efforts and participating in Sustain Evanston. We recommend posting an announcement of your participation and subsequent updates on your progress. Consider including related hashtags of buzzwords (listed above) and tagging @GreenEvanston on Twitter for optimal engagement. Below are sample posts for Twitter, Facebook, and Instagram -- feel free to use this messaging or create your own. Don't forget to include #SustainEvanston in your posts so we can track and repost your updates! Including images alongside text helps boost engagement, so use real photos of your progress when possible.

### Twitter

We know #ClimateChange is one of the biggest threats we face in 2019 which is why we had to take a stance. We are proud to announce that we have been recognized as a #SustainEvanston Leader! @GreenEvanston

Last month, we were able to #compost over 100 pounds of organic waste, keeping it out of the #landfill. #SustainEvanston @GreenEvanston

Going green helped us save green! This month, we improved the #energyefficiency of our storefront and the proof is in our utility bill. #SustainEvanston @GreenEvanston

We put up these signs to help our employees sort waste into #compost, #recycle, and #landfill easily and accurately! #SustainEvanston @GreenEvanston

### Facebook Posts

In 2019, we're making an effort to improve our company's commitment to #sustainability which is why we are so excited to announce our recognition as a #SustainEvanston Leader. Our commitments to recycling, improving energy efficiency, and conserving water (among many others) have helped us achieve this honor -- but our progress doesn't stop here!

Check out our Green Team! These leaders stepped forward to help the office keep up with our #SustainEvanston commitments, train new employees, and brainstorm new ways we can reduce our impact. Our Green Team has helped increase our recycling diversion rate by putting up signs and educating everyone.

Don't forget your reusable bag, but if you do we have paper bags made from recycled paper. By using 100% post-consumer recycled paper bags at checkout, we are saving trees, reducing greenhouse gas emissions, and consuming less water. #SustainEvanston

### Instagram Captions

We are excited to announce our status as a #SustainEvanston Leader! Our commitment to energy efficiency, water conservation, waste reduction, and community stewardship are just the beginning.

Next time you're in for lunch, ask us about our new #composting program. We started composting food scraps in the back of house to divert food from meal prep areas. We are already noticing a decrease in the amount of trash we have. #SustainEvanston

Thanks to ComEd for helping us complete an energy audit today! We are excited to improve our energy efficiency AND save money. #SustainEvanston

### **Newsletter Announcement**

Be sure to inform your loyal customers and clients of your Sustain Evanston program participation. Let them know what the program is, what changes you're making, and the goals you have for the future. Here is an example of an announcement newsletter:

The City of Evanston recently launched a business recognition program to engage with and promote businesses reducing their environmental impact. This month, we are proud to announce that we have completed the recognition program and are Sustain Evanston Leaders. Here are a few things we do to support sustainability in Evanston:

- Divert 50% of our waste to recycling

- Compost food scraps and other organic materials
- Purchase 100% renewable energy
- Use LED light bulbs
- Eliminate plastic bags

Without the support of our customers and amazing staff, we could not have made all these changes. We take pride in our achievements so far and we can't wait to keep improving. Take a minute to explore other Evanston businesses who are Sustain Evanston Leaders by visiting [www.sustainevanston.com/find-a-business](http://www.sustainevanston.com/find-a-business).