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Arts, Creative and Retail

Embedding your Policy into the team

**EMBEDDING YOUR POLICY INTO THE TEAM**

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| **Who?** | **How they can support** | **How to get buy-in from them** |
| Senior Leadership | * Lead by example and actively promote the policy document.
* Develop sustainability goals that are aligned with wider strategies.
 | * Communicate the importance sustainability in meetings and reports.
* Ensure a senior role is included or appointed as a key person for your Green Team.
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| Operational  | * Ensure compliance with environmental regulations.
* Monitor and measure areas that generate waste and how it is disposed.
* Commit to conserving energy by working efficiently.
 | * Work together to identify opportunities for sustainability improvements.
* Highlight best practice ideas for diverting waste from traditional waste streams.
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| Line Managers | * Integrate sustainability into culture, highlighting through training and employee appraisals.
 | * Add sustainability expectations to job roles.
* Support employees with making positive choices through incentives.
* Provide training on how employees can positively contribute to company sustainability goals.
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| Marketing | * Highlight the sustainability efforts and initiatives as part of marketing material.
* Develop content to share the business journey with stakeholders.
 | * Share case studies highlighting innovation and best practice.
* Incorporate sustainability messaging into marketing materials.
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| Procurement | * Commit to working with supplies who operate in an environmentally responsible way.
 | * Develop supply-chain criteria and assess using a sustainability questionnaire.
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| Employees | * Encourage sustainable behaviours; e.g. reducing waste.
 | * Set up a Green Team to champion initiatives.
* Incentivise and educate through wider support and training.
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