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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. |
| 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. |
| 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. |
| 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. |
| Procurement | * Commit to working with supplies who operate in an environmentally responsible way. | * Develop supply-chain criteria and assess using a sustainability questionnaire. |
| Employees | * Encourage sustainable behaviours; e.g. reducing waste. | * Set up a Green Team to champion initiatives. * Incentivise and educate through wider support and training. |