

## Story ideas for Participants

### Focus on the person and their story

See the example below. Accompany a profile picture, a group picture and / or the Challenge for Sustainability logo.

*John Green goes above and beyond his job as Sustainability Coordinator by participating in a voluntary environmental program for businesses in Boston called the Challenge for Sustainability. By sharing best practices and networking with cohorts, John has committed to engage A Better City's employees to reduce energy and water consumption, produce less solid waste and reduce commuting and transportation related greenhouse gases at 33 Broad Street. John's participation in the Challenge for Sustainability is supported by ABC board member, Rick Dimino and colleagues, David Straus and Mihir Parikh. Notable accomplishments from participation include:*

- *Through behavior change, employees reduced electric bills from an average monthly cost of \$220 to \$140.*
- *Gold Membership in Hubway's corporate bike share program*
- *Zero waste meeting and event hosting*
- *Upcycled used office partitions and equipment during a redesign courtesy of the Recycling Network*

### Claim your goals and reductions

State your sustainability goals and be honest about whether you met those goals. If you increased consumption of electricity, water, waste, etc., talk about how that happened.

### Talk about a specific project

Use the online [project database](#) (completed March 31, 2013) to extract stories specific to your company. Or contact an ABC Sustainability Coordinator for project details.

### Announce awards or recognition received

Keep your website and communications updated with all your certifications, awards and recognition whether your building received a Challenge Award, LEED certification or a Top Places to Work Award.

### Special days or events

Organize volunteer days or engage employees with special days and local events. The calendar below includes everything from Earth Day to Great American Backyard Campout Day to Boston's Bike Week.

## Boilerplate for Challenge for Sustainability

If your communications include stories about the Challenge, feel free to include the statements below:

### About the Challenge

The private sector has the ability to influence social change on the larger community quickly and efficiently. A Better City's Challenge for Sustainability is designed to leverage this ability to make the Greater Boston area a leader in sustainable business practices. The program challenges and recognizes businesses, institutions, and building owners to meet a broad range of sustainability standards and practices, including increasing energy efficiency, reducing resource consumption, decreasing solid waste, and reducing greenhouse gas emissions.

### Program Goals

The Challenge for Sustainability has four simple goals for commercial real estate and business in Boston: 1) 2% annual greenhouse gas reduction, 2) foster a community of best practice sharing and 3) support, engage and equip people to instill a culture of sustainability in their daily jobs and workplaces, 4) support Boston Climate Action Plan goals

### Success Story

Since 2009, Challenge for Sustainability participants collectively implemented 1500 best practices which have realized an 18% reduction in greenhouse gas emissions. In just 2013 alone, participants in the Challenge for Sustainability collectively reduced CO2 emissions by 2.2%, including a reduction of over 18 million kWh. These electricity reductions saved participants over \$1.4 million in electricity costs.

### About Challenge Awards, March 11th, 5:30 – 7:30pm, Marliave

The annual Challenge Awards in March is a social engagement with great food and peer-peer recognition. The program staff hands out certificates for achieving their goal and excellence in the following categories: People, Energy, Water, Waste, Purchasing, Cleaning & Toxins and Transportation. Additionally, to recognize six people who go above and beyond, the participants pass on the "Stanley Cup of Sustainability" to their cohort that achieved Greatest Energy Reduction (small and large business), Most Improved, Peer Award and Highest Score (small and large business).

### Key Facts

Number of Properties & Workplaces – 100

Total Square Feet – 30 million

Total Number of Employees – 80,000

Participant List [online](#)

| MEDIUM       | PROJECT(S)   | BENEFITS  | CHALLENGES   | DIFFICULTY LEVEL | WHERE TO START   |
|--------------|--|---|--|------------------|--|
| SOCIAL MEDIA | <ul style="list-style-type: none"> <li>Like <a href="#">A Better City</a> Facebook page from your personal profile and company page</li> <li>Join <a href="#">Challenge for Sustainability</a> group on LinkedIn</li> <li>Post a <a href="#">micro-doc</a> in your company's Facebook or LinkedIn update.</li> <li>Share <a href="#">press</a> about Challenge</li> <li>Share scorecard results or utility data reductions</li> <li>Share recognition from 2014 Challenge Awards (in March)</li> </ul> | <ul style="list-style-type: none"> <li>Engage employees and customers</li> <li>Positive communications</li> <li>Culture building</li> <li>Cost effective</li> <li>Measurable impact</li> <li>Network building</li> <li>Brand recognition</li> </ul> | <ul style="list-style-type: none"> <li>Absence of social media presence either personally or for the company</li> <li>Company restrictions on social media</li> <li>Discretion of marketing manager</li> </ul> | Low              | <ul style="list-style-type: none"> <li>Connect with social media or marketing manager</li> <li>Collect scorecard results and data and sent to responsible party</li> <li>Share this document with responsible party</li> </ul> |
| EVENTS       | <ul style="list-style-type: none"> <li>Attend <a href="#">Monthly Meetings</a> specific to marketing</li> </ul>  | <ul style="list-style-type: none"> <li>Awareness</li> <li>Inspiration</li> <li>Education</li> <li>Peer recognition</li> <li>Best practice sharing</li> </ul>  | <ul style="list-style-type: none"> <li>Time</li> </ul>   | Low              | <ul style="list-style-type: none"> <li>RSVP or register for events <a href="#">here</a>.</li> <li>Attend event</li> </ul>  |
| WEBSITE      | <ul style="list-style-type: none"> <li>Add Challenge decal and blurb on sustainability page or appropriate webpage                             <ul style="list-style-type: none"> <li>Link decal to <a href="#">project database</a> or <a href="#">Challenge website</a></li> </ul> </li> <li>Add micro-doc to website</li> <li>Promote goals and results from Challenge</li> </ul>   | <ul style="list-style-type: none"> <li>Culture building</li> <li>Customer attraction</li> <li>Employee attraction and retention</li> </ul>  | <ul style="list-style-type: none"> <li>Limited space on website</li> <li>Absence of appropriate webpage</li> <li>Discretion of marketing manager</li> <li>No buy-in from top</li> </ul>                        | Low to Medium    | <ul style="list-style-type: none"> <li>Connect with responsible party</li> <li>Share this document with them</li> <li>Use boiler plate language below or craft statement from scratch</li> </ul>                               |

# Toolkit for Marketing & Communications



|                   |  |   |   |                |  |
|-------------------|--|---|---|----------------|--|
| BLOG & NEWSLETTER | <ul style="list-style-type: none"> <li>• Guest blog post from liaison</li> <li>• Recognition from Challenge Awards &amp; results</li> <li>• Micro-documentary</li> <li>• National Press about Challenge</li> <li>• Highlight project and liaison testimonial from <u>project database</u></li> </ul> | <ul style="list-style-type: none"> <li>• Employee recognition</li> <li>• Positive story telling</li> <li>• Shareability</li> </ul>  | <ul style="list-style-type: none"> <li>• Competing communications</li> <li>• Time</li> <li>• Discretion of HR and Marketing managers</li> </ul>   | Medium         | <ul style="list-style-type: none"> <li>• Challenge liaison writes blog post</li> <li>• Responsible party includes section on the Challenge in newsletter</li> </ul>  |
| PRESS             | <ul style="list-style-type: none"> <li>• Add Challenge for Sustainability boiler plate language to any sustainability themed press releases</li> </ul>   | <ul style="list-style-type: none"> <li>• Positive PR value</li> <li>• Improved relations and participation in local community</li> </ul>  | <ul style="list-style-type: none"> <li>• Competing communications</li> <li>• No buy-in from top</li> </ul>  | Low            | <ul style="list-style-type: none"> <li>• Share this document with publicist or PR manager</li> </ul>   |
| EARN POINTS       | <ul style="list-style-type: none"> <li>• <u>Communicate Results</u></li> <li>• <u>Green at Work, Green at Home</u></li> <li>• <u>Green Awareness Day</u></li> <li>• <u>Green Policies &amp; Procedures</u></li> <li>• <u>Walker / Biker Recognition Program</u></li> </ul>                           | <ul style="list-style-type: none"> <li>• Many environmental, economic and social benefits</li> <li>• Points towards scorecard</li> <li>• Personal fulfillment</li> <li>• Team building</li> <li>• Skills development</li> </ul> | <ul style="list-style-type: none"> <li>• Time</li> <li>• Money</li> <li>• Human capital</li> <li>• No buy-in from top</li> <li>• Cross department collaboration</li> <li>• Cultural change</li> <li>• Securing time off for employee participation</li> <li>• Dispersed population</li> </ul> | Medium to High | <ul style="list-style-type: none"> <li>• Convene team of HR, Marketing and Operations' representatives</li> <li>• Decide which project to pursue with a stated goal</li> <li>• Produce action plan with deliverables, responsibilities and deadlines</li> <li>• Carry out action plan</li> </ul> |

## 2014 Summer Events & Award Submissions

### May

National Bike Month  
13 – 17 Boston Bike Week  
29 Monthly Meeting – LEED and TDM Netconference  
31 Greenovate Boston Community Summit

### June

5 World Environmental Day  
8 World Ocean Day  
12 Greentown Labs EnergyBar Event  
16-18 MIT Sea Grant Climate Change Symposium on Sustaining Coastal Cities  
24 Monthly Meeting – Fraunhofer Center for Sustainable Energy Systems

### July & August

**Challenge for Sustainability Mid-year meetings**  
TBD Monthly Meeting – Green Rooftop Summer Celebration

### September

Mass Recycle Awards Application  
4 National Wildlife Day  
21 Zero Emissions Day  
22 World Car-free Day  
TBD Monthly Meeting