
Green Engineering & Technology Transfer

Creating Work Force Engagement

Through

- Education
- Training
- Communication

Break stereotypes

Environmental profession its own worst enemy – Tree Hugger lives on

Connect to business performance – It is about results

Where are your employees?

Survey to determine:

- What do they value
- Why do they value it
- What are they doing about it
- Do they connect it with their job

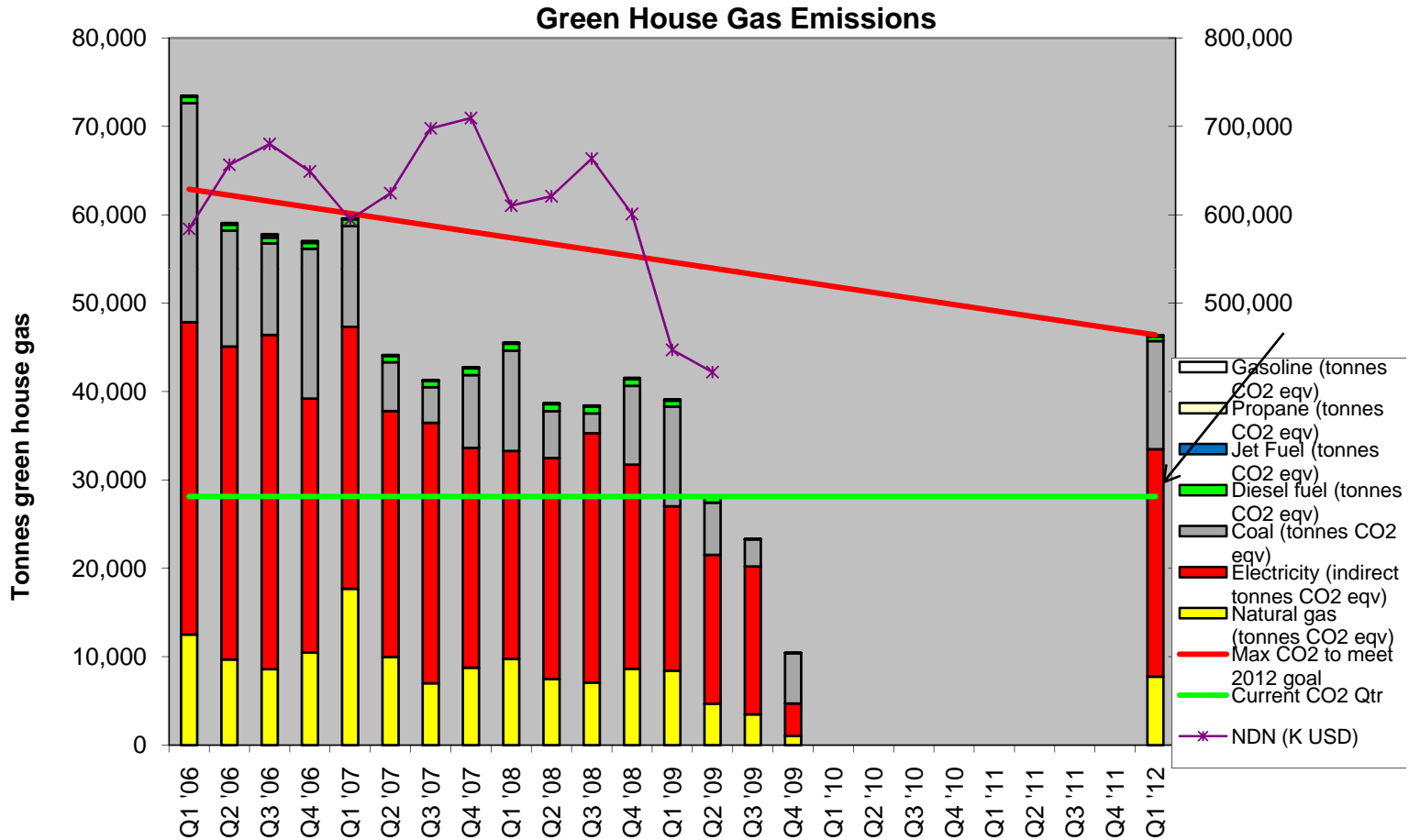
Make connections

- With their values
- With business drivers
 - LEAN – GREEN and GREEN – LEAN
- With what they know
- Not a new message

Keep it simple

- Level appropriate
- Make it frequent
- Avoid marketing buzz words
- Avoid message of fear
- Seek opportunity to innovate
- Have some fun

Examples:



Examples:



- Small Green Steps

Think Big. Start Small. Begin Now.

*Can you do one small thing every day
to protect the environment?*

Examples:



Examples:

- Be a Green Giant
www.beagreengiant.com