

Environmental Action in Business
Staff Engagement Hurdles and Potential Solutions

| Hurdles | Top solution |
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| Staff Apathy | Do at home first |
| Cost | Whole life costing |
| Local Authority | Business Rates/Business improvement Districts to invest in services |
| Staff Turnover | Induction Training |
| Multi-site premises | Visits and intranet |
| Cynicism | Management Lead/Support |
| Individual making a difference | Positive resource, updates and regular results |
| What's in it for me? | Incentives (£) and say 'thank you' |
| Senior Management Buy-in | Get CEO Commitment - bring in another Co's CEO to meet your CEO |
| Storage eg different bins for different things | Education / Ownership of bins plus waste minimisation (reduce / re-use) in the first place |
| Identifying common interests | Link to families |
| Staff make 'wrong' choices eg want them to chose Fairtrade but they don't! | Education and 'testing' |