

So...

you want

to become

a shade greener?

A guide to setting up a green team to promote sustainable practices at work and at home.

ESNC's One Environment Network  
Working green, living healthy  
[www.earthsharenc.org](http://www.earthsharenc.org)



# Why start a green team?

Going green goes far beyond recycling in the workplace or at home. It's about the choices we make as environmentally minded global citizens, and the impact that our decisions have on the world around us. Navigating our daily lives and making choices that are 'green' can be difficult. The One Environment Network is intended to provide a structure and resources to environmentally minded employees who are interested in promoting sustainable practices at work and in their daily lives.

Green teams give people easy ways to make a difference. By setting up a team and selecting projects to implement in the workplace, you will:

- help coworkers take an active role in making positive environmental change
- encourage people to work together for a good cause
- establish a setting to learn about the positive affects of these practices
- impact thinking and actions that will go beyond the workplace

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# How to use this guide

This guide is designed to help you get started with setting up a team and making use of the One Environment Network. It includes the following sections:

1. How to start a green team,
2. Sample agenda and information for a kick-off meeting,
3. Deciding on the project(s),
4. How to use the website.



# How to start a green team

## 1. Obtain the support of management

Follow your company's protocol in setting up an employee affinity group. Check with your Human Resources Department or manager for more information.

## 2. Form the team

Identify co-workers who share the same goal of facilitating positive environmental change. In large workplaces, consider finding team members from different departments or different floors, to help encourage employee participation in team projects throughout the workplace.

## 3. Hold a kick-off meeting

Develop a mission statement for your team and clarify the team's goals, agree to a meeting format and decision making process, etc. See the sample agenda for suggested topics to cover in the first meeting(s) ESNC can assist you with and participate in this meeting.

## 4. Decide on project(s)

When the decision making process is established, evaluate your current workplace situation and identify what green practice(s) are priorities to implement. Use the One Environment Network website as a resource for project ideas and methods to getting things started.

## 5. Register the team

Go on the One Environment Network website to register and fill out a profile for your green team. This will include: company name, team leader's name, e-mail and phone number, team members' names team mission statement, and the project or initiative you have selected. The team contact will then update the profile as you have information to share on projects and activities the team is pursuing.

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# Sample agenda for a kick-off meeting

It may take more than one gathering to work through each of these steps and pick your first project or initiative to pursue. The following agenda items are suggestions for getting started.

## 1. Start with greetings

Let everyone get to know each other a little bit and perhaps talk about why they are interested in being a part of the team.

## 2. Introduce the One Environment Network and why the team is being formed.

The One Environment Network was created to support North Carolina employees' interests in promoting and implementing greener practices at work and in their daily lives. Your team will be part of a network of other employee green teams who are all identifying practices to promote within the workplace. The network provides the ability to share information, challenges and successes with projects that have been implemented in order to learn from each other's experiences. The One Environment Network website also provides information on environmental groups in your community that can be used as resources.

## 3. How does the One Environment Network apply to your workplace?

This can include a broad discussion about what green practices you see are already taking place amongst co-workers and within your workplace. This will help start a conversation about areas for improvement, environmental topics that are of interest to employees, and what opportunities there might be outside of work such as volunteer projects for employee groups. You may use resources such as examples on the website of what other teams have accomplished and PAGE 9 & 10 of this guide which feature ESNC organizations working for a better environment.

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# Sample agenda for a kick-off meeting

(continued)

## 4. Identify roles

Define the roles for the team members such as the team leader, the person who will update the web profile and take the lead for communicating successes/challenges, communications person for getting the word out to your co-workers about Initiatives, and any additional roles you see fit to make the team thrive at your office.

## 5. Ground rules

It is advisable to determine from the start the basics for how your team is going to operate. This should include agreeing on a decision-making process, standard length of meetings and frequency of meetings.

## 6. Identify the goal or mission of your green team

## 7. Decide on a project(s)

Pick a practice or project that the team would like to implement. To help with this selection, see PAGE 7: Deciding on the project(s)



# Deciding on the projects

As your team decides on a project or activity to pursue, you can use the One Environment Network website for ideas and to see what experience others have had.

Some additional things to consider...

- What resources are needed to accomplish your project?
- What level of company approval or buy-in will be needed?
- Select a project that is likely to succeed. Is the project something your co-workers will likely want to be a part of? (you may want to start with easier projects in order to motivate people to get involved)
- What are your project goals? (make certain they are attainable so that you will have something to celebrate) Sample goals will be listed with the project ideas on the website.
- When you have selected a project, remember to update your profile on the website so that others know what you are working on. Then include your successes, challenges and other progress for others to learn from.

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# How to use the website

- **Green team profiles**

Look through the team profiles to see what other companies are part of the One Environment Network, acquire other teams' contact information, find out what projects other teams are currently working on and what projects have been successful in the past.

- **Project categories**

Learn more about each project category including statistics, specific practices that fall under that category and steps to get those practices started.

- **Discussion Forums**

Discussion forums are set up under each category so that teams within the One Environment Network have the ability to exchange questions and answers on specific projects very easily. Use this section to make recommendations, identify challenges and create partnerships.

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# ESNC's North Carolina Environmental Organizations

Audubon North Carolina (Associate)  
[www.ncaudubon.org](http://www.ncaudubon.org)

Blue Ridge Parkway Foundation (Associate)  
[www.brpfoundation.org](http://www.brpfoundation.org)

Carnivore Preservation Trust  
[www.cptigers.org](http://www.cptigers.org)

Carolina Mountain Land Conservancy  
[www.carolinamountain.org](http://www.carolinamountain.org)

Carolina Raptor Center  
[www.carolinaraptorcenter.org](http://www.carolinaraptorcenter.org)

Carolina Recycling Association  
[www.cra-recycle.org](http://www.cra-recycle.org)

Conservation Council of North Carolina Foundation  
[www.conservationcouncilnc.org](http://www.conservationcouncilnc.org)

Conservation Trust for North Carolina  
[www.ctnc.org](http://www.ctnc.org)

Eno River Association  
[www.enoriver.org](http://www.enoriver.org)

Environmental Defense Fund  
[www.edf.org](http://www.edf.org)

Neuse River Foundation  
[www.neuseriver.org](http://www.neuseriver.org)

North Carolina Big Sweep  
[www.ncbigssweep.org](http://www.ncbigssweep.org)

North Carolina Coastal Federation (Associate)  
[www.nccoast.org](http://www.nccoast.org)

North Carolina Conservation Network  
[www.ncconservationnetwork.org](http://www.ncconservationnetwork.org)

North Carolina Rail-Trails  
[www.ncrail-trails.org](http://www.ncrail-trails.org)

North Carolina Sustainable Energy Association  
[www.ncsustainableenergy.org](http://www.ncsustainableenergy.org)

North Carolina Wildlife Federation  
[www.ncwf.org](http://www.ncwf.org)

Pamlico-Tar River Foundation  
[www.ptrf.org](http://www.ptrf.org)

Piedmont Land Conservancy  
[www.piedmontland.org](http://www.piedmontland.org)

SEEDS (South Eastern Efforts Developing Sustainable Spaces)  
[www.seedsnc.org](http://www.seedsnc.org)

Southern Environmental Law Center  
[www.southernenvironment.org](http://www.southernenvironment.org)

Tar River Land Conservancy  
[www.tarriver.org](http://www.tarriver.org)

Toxic Free NC/Agricultural Resources Center  
[www.toxicfreenc.org](http://www.toxicfreenc.org)

Triangle Land Conservancy  
[www.tlc-nc.org](http://www.tlc-nc.org)

Trout Unlimited  
[www.nctu.org](http://www.nctu.org)

Trust for Public Land  
[www.tpl.org](http://www.tpl.org)

Western North Carolina Alliance  
[www.wnca.org](http://www.wnca.org)

**ESNC's One Environment Network**  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# ESNC's National & International Environmental Organizations

African Wildlife Foundation  
[www.awf.org](http://www.awf.org)

American Farmland Trust  
[www.farmland.org](http://www.farmland.org)

American Forests  
[www.americanforests.org](http://www.americanforests.org)

American Rivers  
[www.americanrivers.org](http://www.americanrivers.org)

Beyond Pesticides  
[www.beyondpesticides.org](http://www.beyondpesticides.org)

Center for Health, Environment  
and Justice  
[www.chej.org](http://www.chej.org)

Clean Water Fund  
[www.cleanwaterfund.org](http://www.cleanwaterfund.org)

The Conservation Fund  
[www.conservationfund.org](http://www.conservationfund.org)

Conservation International  
[www.conservation.org](http://www.conservation.org)

Defenders of Wildlife  
[www.defenders.org](http://www.defenders.org)

Earth Day Network  
[www.earthday.net](http://www.earthday.net)

Environmental and Energy Study  
Institute  
[www.eesi.org](http://www.eesi.org)

Environmental Law Institute  
[www.eli.org](http://www.eli.org)

Friends of the Earth  
[www.foe.org](http://www.foe.org)

INFORM, Inc.  
[www.informinc.org](http://www.informinc.org)

Izaak Walton League of America  
[www.iwla.org](http://www.iwla.org)

Land Trust Alliance  
[www.lta.org](http://www.lta.org)

National Parks Conservation  
Association  
[www.npca.org](http://www.npca.org)

National Wildlife Federation  
[www.nwf.org](http://www.nwf.org)

Natural Resources Defense Council  
[www.nrdc.org](http://www.nrdc.org)

The Nature Conservancy  
[www.nature.org](http://www.nature.org)

The Ocean Conservancy  
[www.oceanconservancy.org](http://www.oceanconservancy.org)

The Peregrine Fund  
[www.peregrinefund.org](http://www.peregrinefund.org)

Pesticide Action Network of America  
[www.panna.org](http://www.panna.org)

Rails-to-Trails Conservancy  
[www.railtrails.org](http://www.railtrails.org)

Rainforest Alliance  
[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

Rocky Mountain Institute  
[www.rmi.org](http://www.rmi.org)

Scenic America  
[www.scenic.org](http://www.scenic.org)

The Sierra Club Foundation  
[www.tscf.org](http://www.tscf.org)

Student Conservation Association  
[www.sca-inc.org](http://www.sca-inc.org)

Surfrider Foundation  
[www.surfrider.org](http://www.surfrider.org)

U.S. PIRG Education Fund  
[www.uspirg.org](http://www.uspirg.org)

Union of Concerned Scientists  
[www.ucsusa.org](http://www.ucsusa.org)

The Wilderness Society  
[www.wilderness.org](http://www.wilderness.org)

Wildlife Conservation Society  
[www.wcs.org](http://www.wcs.org)

World Wildlife Fund  
[www.worldwildlife.org](http://www.worldwildlife.org)

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)



# Contact Earth Share of North Carolina

Earth Share of North Carolina  
PO Box 196  
Durham, NC 27702

331 W. Main Street  
Suite 602  
Durham, NC 27701

(919) 687 - 4840  
Fax: (919) 687 - 0946

There is one environment that we all share, and with Earth Share of North Carolina's One Environment Network, we can join forces to make our communities greener, one shade at a time.

ESNC's One Environment Network  
Working green, living healthy  
[www.OneEnvironmentNetwork.org](http://www.OneEnvironmentNetwork.org)

