

## **Keeping your employees motivated and engaged in the sustainable development process**

One of the biggest challenges when integrating sustainable development (SD) into the management plans for your company is keeping the troops motivated.

One way to do this is to involve employees in the process right off the bat, when setting your objectives. From that point on, a winning strategy is to find and hang onto a leader among the employees who is already sensitive to and aware of the issues.

One original way to motivate your team is to launch an internal contest between the different departments in your company. The department with the greatest reduction in energy consumption or paper consumption, or which adopts the most responsible practices, will be offered a reward.

It is simply a question of allowing your employees to benefit from the financial savings that the SD project enables you to achieve. If the value of the prize or reward is proportional to the financial savings, motivation will be even greater.

Another strategy to rally employees behind the cause is to use or develop your internal communications networks (internal newsletter, billboard, pay stubs, email, etc.). Periodic reminders of the objectives you are aiming for and the measures they involve in the company's action plan can be a very effective complementary action.

Finally, nothing is worth more than holding an information session to have your ambitious strategy explained to employees so that they can adopt it wholeheartedly. Some members of the team may be reticent about the changes if they aren't fully aware of the ins and outs of the process. Training or information sessions will help them gain a better understanding of the issues involved in the project and its scope and roles within the company.

Ultimately, these measures will enable the company to increase its chances of successfully reaching its objectives in sustainable development.

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