

# People Power Challenge

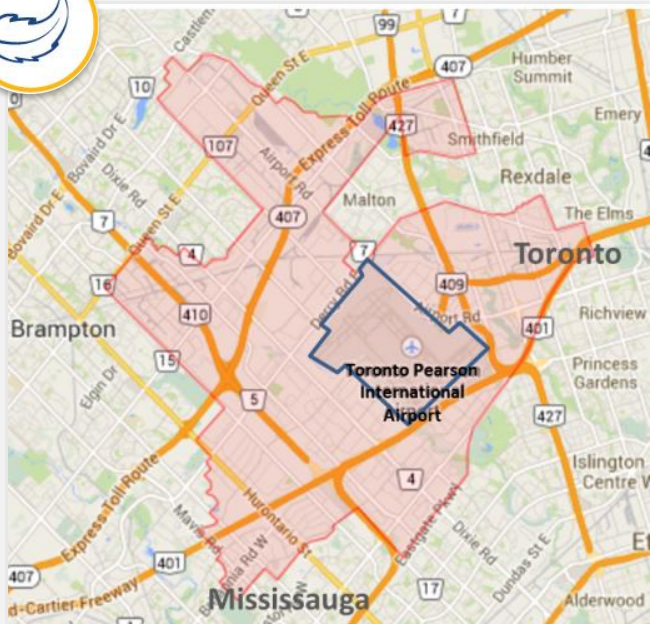
## An employee engagement initiative



Energise your  
sustainability  
programming



# Pearson Eco-Business Zone



Initiated by:



**Vision:**

An internationally recognized community known for its *competitive, high performance* and *eco-friendly* business climate.

The **LARGEST** in the world!

**Coverage:** Mississauga, Brampton, Toronto

- +14,000 hectares
- +12,500 businesses
- +350,000 employees

**Largest Eco-Business Zone in the World**



# Strong leadership

## Executive Committee



# Focus on 4 Performance Areas



Energy Performance



Water Stewardship



Waste Management



Stakeholder Engagement



# Why Engage Employees?



## Engaged Employees Leads To:

- ✓ Increased Productivity
- ✓ Innovation
- ✓ Employee Satisfaction
- ✓ Retention & Recruitment

“In a lot of workplaces, the majority of employees are pretty disengaged. They aren’t invested in burning the midnight oil looking for the newest thing. They have no interest even in pitching in to help solve a company’s minor problems ... and what’s more, the truly disengaged worker not only isn’t connecting to their job but may be subtly undermining the overall goals of the enterprise.”

Amanda Lang



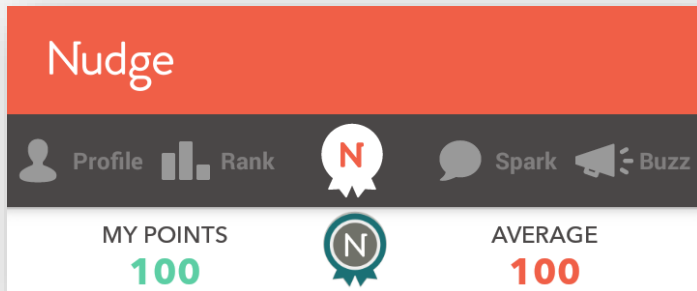
2017 Competitors Thus Far...



## KEY BENEFITS:

- ✓ Drive engagement & involvement in your ongoing sustainability programs
- ✓ Gain access to the Nudge Rewards Mobile app – a unique communication tool to increase internal awareness of corporate goals and strategies
- ✓ Amplify your sustainability story through active Twitter feed, newsletters and earned media
- ✓ Access knowledge sharing amongst competitors & coaching from engagement professionals
- ✓ \$20,000 in cash prizes up for grabs
- ✓ Various prizes awarded throughout the program (\$30 - \$500 value)





## 1. Incentives

\$20,000 total up for grabs

Monthly prizes (for individual staff and team)

## 2. Mobile App

Engage staff differently and motivate them through customized messaging

\$30,000+ value

## 3. Online Management Platform

Centralized and dedicated location to track your employee engagement

Resource hub

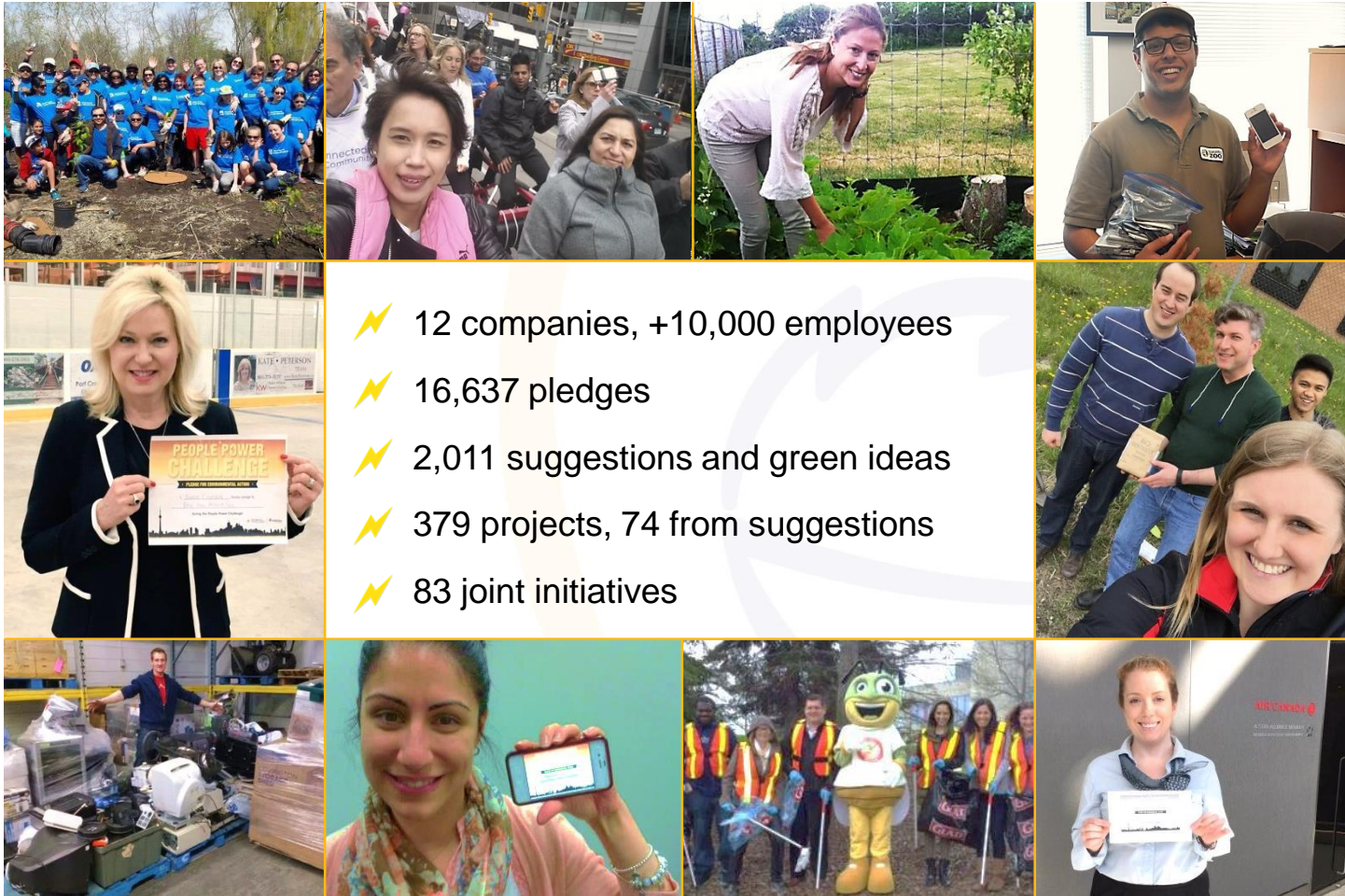
## 4. Coaching & Best Practice Sharing

Monthly knowledge sharing and coaching to build capacity and get tools

## 5. Engagement Metrics Report

Rank yourself amongst your competitors

# 2016 Results



- ⚡ 12 companies, +10,000 employees
- ⚡ 16,637 pledges
- ⚡ 2,011 suggestions and green ideas
- ⚡ 379 projects, 74 from suggestions
- ⚡ 83 joint initiatives





**Definition:** Individual commitments to sustainability throughout ones daily routine.

**Goal:** Encourage small, incremental behavioral changes.

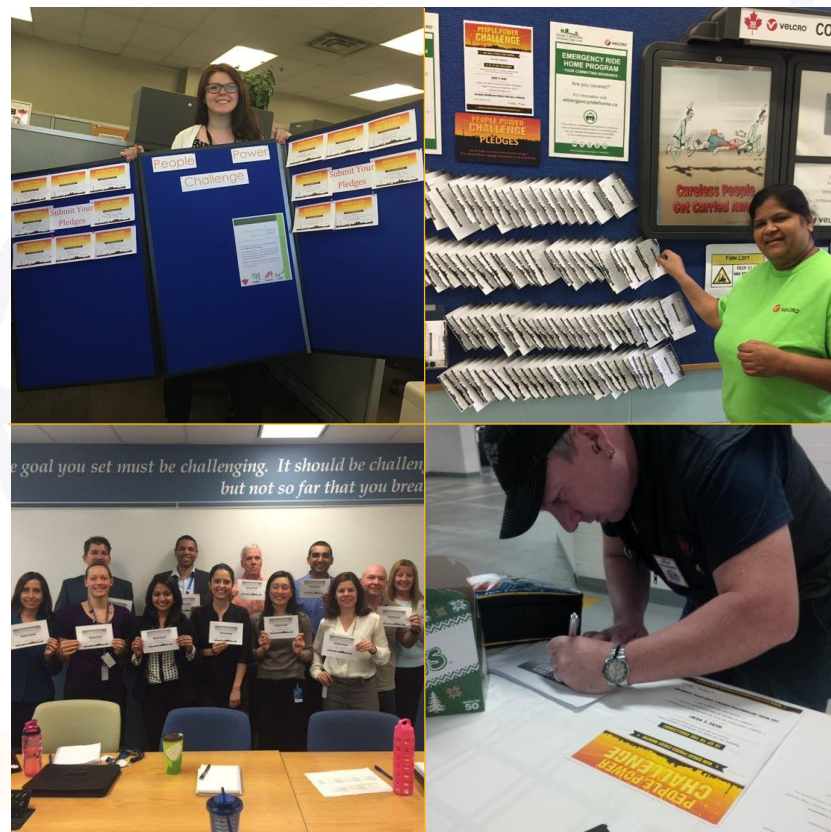
## Most Common Pledges for 2016:

I pledge to...

- ⚡ take public transit to work
- ⚡ bring a litterless lunch to work
- ⚡ get outside for a half an hour a day
- ⚡ turn off my computer station at the end of the day
- ⚡ repair my appliances instead of buying new

## Potential 2017 Developments:

- Larger focus on measurable pledges
- Tracking sheet to score and reward progress



**Definition:** Green ideas generated to improve processes, facilities or employee satisfaction.

**Goal:** Crowd source sustainability ideas from different facilities, departments, shifts etc.

## Great Suggestions from 2016:

- ⚡ Provide reusable cutlery in the office
- ⚡ Switch uniforms to 100% recycled material
- ⚡ Install LED lights in the parking lot
- ⚡ Film a video to educate employees on recycling
- ⚡ Install bike racks at the office to encourage cycling

## Potential 2017 Developments:

- Improved means to respond to suggestions
- Improved tracking for suggestions that turn into projects



**Definition:** Tangible environmental and/or community actions with measurable results.  
**Goal:** Maximize resource usage, spread environmental awareness, engage community etc.

## Great Projects from 2016:

- ⚡ Green thumb challenge
- ⚡ Bike build for the Mimico community
- ⚡ Used cellphone recycling program
- ⚡ Site cleanups, tree plantings & employee gardens
- ⚡ Bike to work days, 10K runs & CN Tower climbs

## Potential 2017 Developments:

- Rewards based on measurable outcome
- Calculate total environmental achievements across competitors (i.e. litres or CO2 saved, waste diverted, employees engaged)
- Provide additional incentives for competitors to collaborate



## Sign up for PPC 2017 Today

Energize your sustainability programming in 3 easy steps

### 1 Sign Up

Contact Alyssa  
416-661-6600 X 5943  
acerbu@trca.on.ca

### 2 Commitment

\$1,950 Members  
\$3,000 Non-Members

### 3 Compete

April 17 – Sept 15  
Earn points  
Get great prizes  
\$20,000 up for grabs





[www.partnersinprojectgreen.com](http://www.partnersinprojectgreen.com)



#PPGconnect



## Program Features: Details

## *Throughout the Challenge...*

- 3-4 custom messages per week to all employees through dedicated mobile app
- Weekly update emails to competitors (score, upcoming events, prize winners etc.)
- Live leaderboard updates on main webpage
- Twitter campaign
- Facilitation between competitors
- Resource sharing and coaching



## *1 Every month:*

1

**MVP:** The individual deemed to be the most valuable player at each organization will win a prize worth \$30 - 50

2

**APP ENGAGEMENT:** The top app user at each organization will be entered into a draw to win a prize worth \$200-300

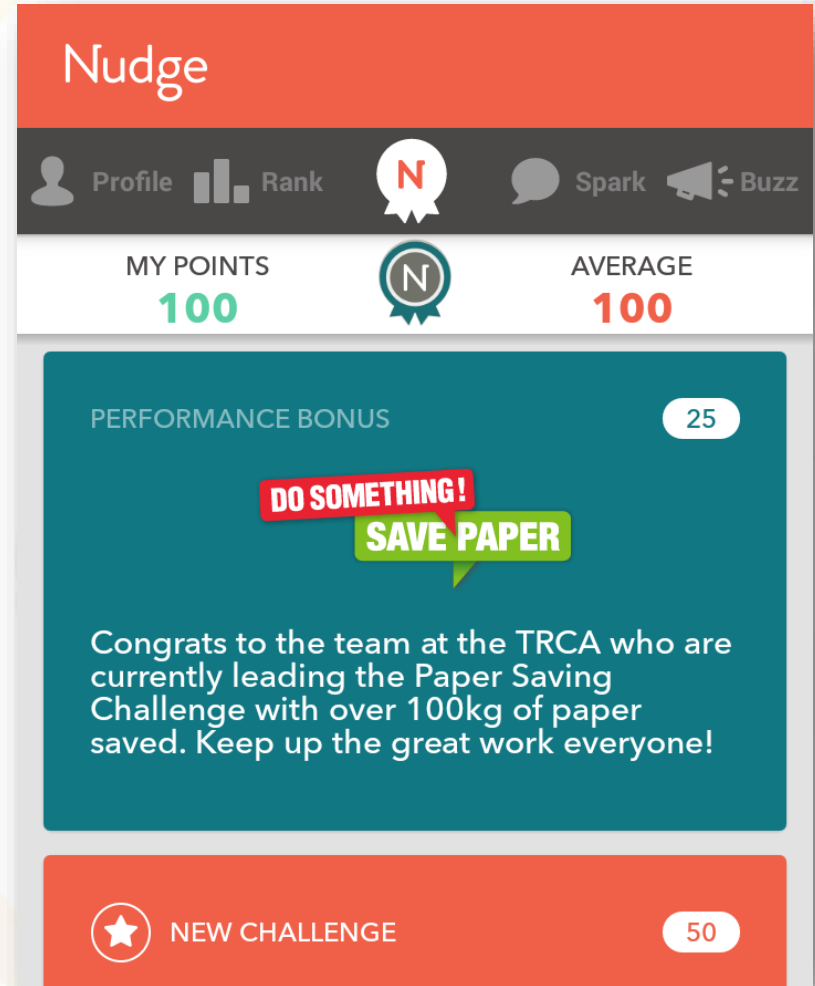
3

**SUGGESTION GENERATOR:** The organization who gets the most suggestions will get a group activity (e.g. Behind the Scene tour at Toronto Zoo)





- Allows you to engage staff in a different way during a time when two thirds of Canadians own smart phones.
- Players download app & check at their convenience
- Pre-populated with sustainability messages for a turn key approach, but also ability to customize messages
- Gain insight into your employees interests & engagement while educating them about sustainability and current/upcoming initiatives



- **Dedicated web-page to— includes general information, links to tools & access to online Scorecard**
- **Online Scorecard tracks progress & determines winners**
- **Employees can enter suggestions directly into the website**
- **Leaderboard updates in realtime**



- **Ongoing coaching & best practice sharing**
  - Competition kick off
  - 2 webinars
  - 1 in person mid-point check in
- **Weekly email communications**
- **Communication tools**
  - Customizable promo & monthly milestone posters
  - Email templates
- **Mobile App: 3 weeks/month PPG populated content, 1 week/month custom content**

