

WWF Living Planet @ Work: The Journey of a Champion



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Problem Identification

1. How can we raise awareness among employees of participating organizations?
2. How can we motivate employees and executives to get on board?
3. How can we foster a sense of community among workplace champions?

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STAGE 2

How can we motivate employees and executives to become involved within organizations?

Possible barriers for employees:

- Desire to maintain the status quo
- Perceived lack of autonomy
- Perceived lack of celebration of success or recognition

Possible barrier for executives:

- Lack of vision about the benefits of the program for the company

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STAGE 1

How can we raise awareness among employees of participating organizations?

Barriers to implementation:

- Difficulty navigating website
- No leader to provide the frame
- Unidentified purpose for implementing the WWF Living Planet @ Work program

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STAGE 3

How can we foster a sense of community among champions?

Barriers for workplace champions:

- They feel like lone wolves in their organizations without support of colleagues/management
- A lack of support can lead to a lack of confidence in their abilities
- They have the knowledge and resources to have power in their organizations, but often fail to demonstrate it effectively



Financial Feasibility

- Even if lower salary: \$16.25/hr (10 hrs/week/week)
- On equivalent position for HR Executive (one-time: \$10.7k (1 month term))
- Non-Zoothusare engineering co-op students to assist in social media: \$20/hr (4 month term)
- Total cost of new jobs for year is \$55,100
- Program sustainable - ongoing further



Implementation Timeline



WHAT?

- Improve the website
- Communicate within the workplace
- Engage with executives
- Plan inter-company challenges
- Hold champion social events
- Launch WWF corporate socialization
- Create a social network for the Champions

COHORT 4
TEAM 50
Ania Esquivel
Taylor Lawrence
Jiayi (Peter) Chen
Bjorn Malahoff

References

- Awareness**
- WWF Living Planet @ Work
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 - WWF Living Planet @ Work
- Workplace**
- WWF Living Planet @ Work
 - WWF Living Planet @ Work
 - WWF Living Planet @ Work
- Community**
- WWF Living Planet @ Work
 - WWF Living Planet @ Work
 - WWF Living Planet @ Work
- Financial**
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Financial Feasibility

- Event planner salary: \$66.25/hr (20 hours per week)
- Co-ordinator salaries for HR Executive Coordinator: \$35/hr (4 month term)
- Hire 2 software engineering co-op students to specialize in social media: \$20/hr (4 months term)
- Total cost of new jobs for year 1: \$51,100
- Program continuation - exploring further



WHAT?

- Improve the website
- Communicate within the workplace
- Engage with executives
- Plan inter-company challenges
- Launch WWF company certification
- Hold champion social events
- Create a social network for the Champions

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References

Abstracts

Employee Engagement
 - [Employee Engagement: The Ultimate Competitive Advantage](#)
 - [Employee Engagement: The Ultimate Competitive Advantage](#)

Motivation
 - [The Science of Motivation](#)
 - [The Science of Motivation](#)

Community
 - [The Science of Community](#)
 - [The Science of Community](#)

Summary
 - [The Science of Summary](#)
 - [The Science of Summary](#)

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STAGE 1

How can we raise awareness among employees of participating organizations?

Barriers to implementation:

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- Difficulty navigating website
- No leader to provide the frame
- Unidentified purpose for implementing the WWF Living Planet @ Work program

Solution 1: create a basic
website to support
the program

- Guide to use of the site (see annex)
- Develop content for the website
- Develop content for the program

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Solution 2: Develop the
website

- Develop content for the website
- Personalize the page for champions
- Many websites are not user friendly
- Limited experience, industry specific
- Some of the websites are not user friendly
- Compare designs with others

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Solution 1: communicate within the company

- Graphics around the office, near common sites (coffee machine, washrooms, sink)
- Showcase event to present the Champions' actions
- Enable psychological safety and knowledge sharing

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Solution 2. Improve the website

- Reorganize information - user friendly
- Personalize the page for champions
 - Many unrelated issues that are being solved
 - Website experience industry specific
 - Score of social/environmental responsibility
 - Compare progress with others

STAGE 2

How can we motivate employees and executives to become involved within organizations?

Possible barriers for employees:

- Desire to maintain the status quo
- Perceived lack of autonomy
- Perceived lack of celebration of success or recognition



Possible barrier for executives:

- Lack of vision about the benefits of the program for the company



Solution for employees...

- Workplace sustainability challenges
- Rewards
- Frequent moments of celebration
- Communication about Champions' success throughout the program

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Solution for executives...

- Certification for participating businesses
- Business case for sustainability

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