



**BETTER  
WORLD  
BETTY**

## **MANUAL for ENGAGING YOUR EMPLOYEES in ECO-ACTIONS USING THE BWW HOME MENU**

### ***What is the Menu?***

Better World Betty wants to make it **easy and fun** for you to reach out to your employees to promote efficiency and sustainability in their own homes, which is why we created the Betty Home Eco-Menu.

With the Better Business Challenge, employees engage in sustainable and efficient operations at work, so why not help employees save money in their own home?

The menu is a **list of eco-actions** possible to complete in the home. This fun and friendly approach helps your employees save money and be better stewards of their community. From a la carte action items (the easy stuff like remembering your reusable bags) to family-style actions (like completing an energy efficiency project), folks choose which actions they can complete in one-month's time by "placing their order" or pledge actions in person or online and then "check out" or report their actions to enter a drawing for some great **PRIZES!** LED lightbulbs, an eco-basket from Whole Foods, LEAP home energy reviews, a rain barrel, and 3 months of free residential composting pick-up from Black Bear Composting!

### ***Our fast, fun and friendly approach***

People DO care about the environment, but don't always know where to begin. That's where "Betty" comes in: our organization and the accompanying community website ([www.betterworldbetty.org](http://www.betterworldbetty.org)) is a total local resource for eco-living at home, work, school and play.

And speaking of play, research shows things like green teams, signage, and **gamification** (using game techniques) has proven to work at reducing things like base-load electricity which contributes to higher utility costs. We're happy to drive home the cost-savings message for the workplace AND the home with **Betty style!**

### ***How does it work?***

You decide what format works best for you! Whether it's having Betty come in to your **regularly scheduled staff meeting** for a few minutes or hosting an informal **Brown Bag Lunch**. How about a water cooler chat where "**You Ask, Betty Answers**" employees can ask eco-questions? Decide what works best for you and your employee's schedule. Then customize a message to announce this program which is tailored to meet your needs. We're happy to help with email blasts and flyers.

This free, grant-funded program includes:

- 30 min. presentation or less on **best eco-living tips** (customizable) which help employees:
  - Squeeze more money out of your paycheck
  - Learn economical, efficient, and environmental tips for every day living
  - Be a more empowered consumer in an ever-changing marketplace
  - Have fun while making a difference in your community
- Menu of action items and a **free Betty fridge magnet** to take home
- **Free bumper stickers** “Who’s Your Betty” or “Everyone’s a Betty”
- Fabric Betty Wall of Fame for workroom to **share success**
- Life-size Betty and Ben cut-out display to remind employees to take action (based on availability)

### ***This sounds fun, but what’s in it for the business?***

With the Better Business Challenge, employees engage in sustainable and efficient operations at work, so why not help employees save money in their own home?

Inviting employees to participate in our program creates a positive and supportive company culture and **a little fun**, which is a great way to **boost morale and productivity**. It’s a feel good for everyone. Betty helps your business:

- Foster **team building** and company loyalty
- Create a **positive company culture**. Companies who demonstrate social and environmental responsibility retain and can attract **talented young people**
- Further **enhance your business’ brand** and create value for your company
- Offer the employees money as a company **benefit**
- **Help your community** by reaching our goal of 2,000 household eco-actions!

### ***Enjoy a little friendly competition?***

Up your eco-game by having departmental competitions or see how points your whole business can accrue in one month’s time. **Reward** internally while we brag about your **collective success** through our community channels!

### ***More Ideas for how to use the Betty Home Menu...***

- Hold weekly prize drawings
- Go trash free for a week
- Post BWB “Wall of Fame” or leaderboards
- Nominate a “Best Betty” whine-iest Betty (Most Reluctant), ittie-bittiest Betty (family with young ones who become involved), from Bertha to Betty (greatest turnaround)
- Tweet and Facebook photos and success: #homemenu
- Have suggestions, ideas or feedback for Betty? We’re happy to listen. Email us at [betty@betterworldbetty.org](mailto:betty@betterworldbetty.org) or call Teri Kent, head “Betty” at 434.466.5157 **Website:** [www.betterworldbetty.org](http://www.betterworldbetty.org) **Facebook and Twitter @cvillebetty** **Thanks for playing and saving! Betty and our community THANKS YOU!** Better World Betty is a fiscally sponsored project of the United Charitable Programs, a 501 (c) 3 public charity