



Empowering Employees through Teams and Tools

“Employees are, by far, our biggest stakeholders,” explains Oussama Benkabbour, Manager in the **TD** Environment group.

TD has long considered the environment a priority. It has a formal environmental strategy aimed at embedding the environment across its business through four pillars – one of which is, “to engage employees and communities in the environment.”

TD was quick to recognize that corporate environmental interests aligned with the individual interests of many employees and leveraged this link to effectively cross two hurdles in one leap. Today, through its network of voluntary Green Teams and Green Leaders, as well as its suite of online tools, TD now simultaneously drives employee engagement and environmental sustainability.

Challenge

With more than 85,000 geographically dispersed employees, making employee engagement both personally relevant and broadly accessible is a challenge. Messages about environmental sustainability are easily lost amongst the competing demands employees face on a daily basis.

Response

- 1. Leverage interest.** Participating in a Green Team or being a Green Leader is not for everyone. Yet, it does provide an opportunity to leverage the interest of employees who are already passionate about the environment and sustainability. TD harnesses the energy of these passionate volunteers in on-the-ground initiatives. As a result, these employees drive practical innovations that help TD reduce waste and energy usage. One example of this is how TD engaged TerraCycle to repurpose waste resulting from single-serve coffee.
- 2. Make it relevant.** TD has tools that help employees reduce their impact on the environment, while directly helping the bank address its most material sustainability issues. For example, to keep the goal of reducing paper usage by 20% from 2010 to 2015 top of mind, TD enables employees to see the environmental and economic impacts of their printing habits with the click of a button. This is important because, as Benkabbour notes, “a lot of people, especially working for a bank, see things in terms of dollars saved.”
- 3. Keep it interesting.** Through an online platform called TD Green Nation, employees can pledge to do Acts of Green. They can choose from over 200 acts, which can be done at home, at work or in the community. Benkabbour finds employees looking at these different acts and saying, “Oh, I didn’t know you could do that on an individual basis. Let me put it on my to-do basket.” Employees accumulate points for each act. A dashboard allows them to see how they rank compared to other employees.



Result

TD has over 75 Green Teams in its corporate offices and a Green Leader in each of its Canadian branches. About 22,000 employees are pledging to do Acts of Green on TD Green Nation. As such, TD's investment in interest not only produces a higher level of awareness, it also prompts action.

Takeaway

Start by finding and then leveraging existing interest in sustainability. This will ensure any efforts and investments made will have a solid foundation, thereby increasing the likelihood of success.