



# CREATING A GREEN TEAM

Recycling programs succeed when management and residents are organized, involved, and committed to making change together. Establishing a Green Team can expand the reach of the building management and staff when it comes to communicating about recycling successes and areas that need improvement, such as a persistent contamination problem. Green Teams can also be instrumental in monitoring program operations and tracking data. Building a Green Team now for the recycling program can lead to buildings taking on additional environmental and sustainability initiatives in the future.

## KEY STEPS WHEN STARTING A GREEN TEAM:



**Get buy-in.** For multi-family buildings, stakeholders may include a property manager, property management company, janitorial supervisor and staff, residents, and a homeowner or renters association. Inviting everyone at the beginning will set the stage for buy-in and for a Green Team to be established.



**Recruit members.** An effective Green Team will have a good mix of building management, janitorial staff, and residents as part of the team. Look for team members who can regularly participate in meetings and be responsible for activities that support the team's goals.



**Develop goals.** Now that you have a team of interested members, identifying and prioritizing goals are critical to success. Goals help keep the team focused and motivated and should also be measurable in order to track and monitor the program. Goals may change over time as the recycling program matures. For example, an initial goal may be to deliver recycling information to every unit, whereas a later goal would focus on increasing participation.



**Conduct regular meetings.** Initially, a team might meet more frequently, but could cut back once it is well established. Consider starting with monthly meetings and potentially reduce to quarterly meetings in the future.

## ONCE FORMED, WE RECOMMEND THE FOLLOWING BEST PRACTICES:



**Monitoring progress against goals.** Measuring impact is important in tracking progress toward your goals. Taking the time needed to track progress will provide returns when it is time to educate and engage staff and residents and evaluate what is and is not working. Program progress can be measured in different ways depending on the goals established. Examples include tracking pounds of recycling collected, resident participation, and reduction of contamination.



**Promote your successes.** It can be easy to notice and point out what is not working with a recycling program, but do not forget to promote successes. To get the word out, share information on social media and post in common spaces within your building. Create challenges or contests at your location to encourage proper recycling, generate interest in the program, and celebrate successes.

***For additional information visit Portland, Oregon's Green Team Guide:***

[portland.gov/sustainabilityatwork/green-team-guide](http://portland.gov/sustainabilityatwork/green-team-guide)