Growing a sustainable
MINDSET

B Create conditions for growth

1 Coherence
Show how sustainability harmonizes with, or is the solution to, the organization's goals and strategies.

fx *The director believes a flexible work environment is important. If colleagues are encouraged to work more from home, we can reduce both CO2 and office space.*

2 Co-creation
Show how sustainable action contributes to a larger agenda - what they become a part of when they contribute to change.

fx *Most packaging and small plastic objects weigh little. Yet the citizens in Kolding Municipality collectively sorted 1,100,000 kg of plastic for recycling in 2022.*
Your small actions have a large impact.

3 Relevance
Make the problem relatable and present to increase motivation for action.

fx *When the project manager buys new furniture for the construction of the new office building, instead of using the once we have, we have to do without a colleague next year.*

C Nourish the changes

1 Ease
Remove barriers by making the user experience easy and interesting.

fx *From "I tried to call around, but after a while I had to give up" to "I called the Reuse Warehouse, and they sent someone to pick up the furniture on the day I had chosen".*

2 Learning
The more people learn about climate and sustainability, the more significant the issue becomes to them, but only if they feel they can make a difference.

fx *A third of all food produced is lost or thrown away. Avoid food waste and eat more greens to reduce your CO2 emissions.*

3 Legitimacy
Give your initiative life with a name and a short core story which is easy to remember, so others can relate to it and remember it.

fx *The Climate Consortium and the Sustainable Development Office have more legitimacy than "Julie and Brian, who work with sustainability".*

A Get to know the landscape

1 Talk to key people in the organization about which goals are particularly important.

2 Find out where colleagues lack support for coordination and concrete actions to act sustainably.

3 Point out roles and responsibilities that are missing in the organization to support sustainable development and behavior.

Kolding Kommune
en del af trekantområdet

Sammen designer vi livet