

From Slack to Screens to Everything in Between:

**Creating Engaging Sustainability Campaigns
for a Hybrid Workforce**

HubSpot in partnership with  **Sustainabl.co**



Introduction

It goes without saying that employees are key to the success of any sustainability program. In fact, according to an [IBM study](#), 80 percent of employees want to help their company reach climate or sustainability goals.

Doing so can be challenging, especially in a hybrid world where folks are often spread out across the globe. Or when there are so many things to communicate! Engaging your team with sustainability doesn't have to

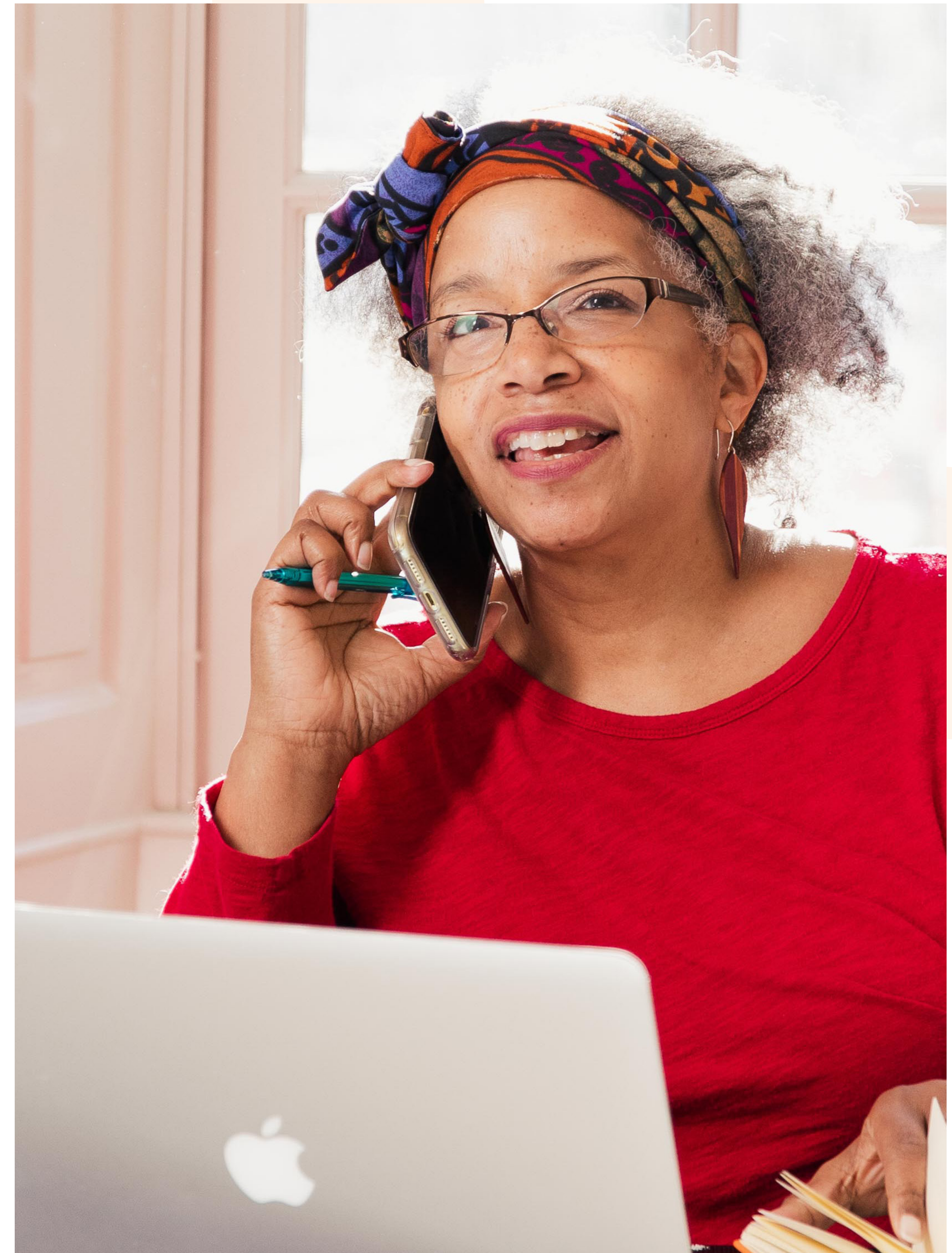
be a daunting task, though. With the right tools and a little creativity, you can turn everyday communication tools like Slack, in-office screens and QR codes into dynamic, fun engagement opportunities. These tools aren't just functional—they're the secret to sparking excitement, driving action, and making sustainability a central part of your workplace culture. Check out the campaign highlights below to learn how we drove engagement with these tools among our hybrid workforce.

Know Your Audience

Every successful engagement strategy starts with understanding your audience. Here's how to do it:

- **Meet Them Where They Are:** What tools and platforms do your employees use most? What meetings are they joining, and how do they consume information? Lean into those habits and avoid adding to the noise.
- **Celebrate Diversity:** Factor in cultural nuances, languages, and work environments across your global teams.
- **Find Their Motivators:** Whether it's friendly competition, public recognition, or tangible rewards, tailor your approach to what inspires your people.

Finally, in the age of the remote worker - remember to tailor your engagement plans to suit their environment. You'll need to consider a number of angles to cater for those that work remotely, at the office or a mix of the two.





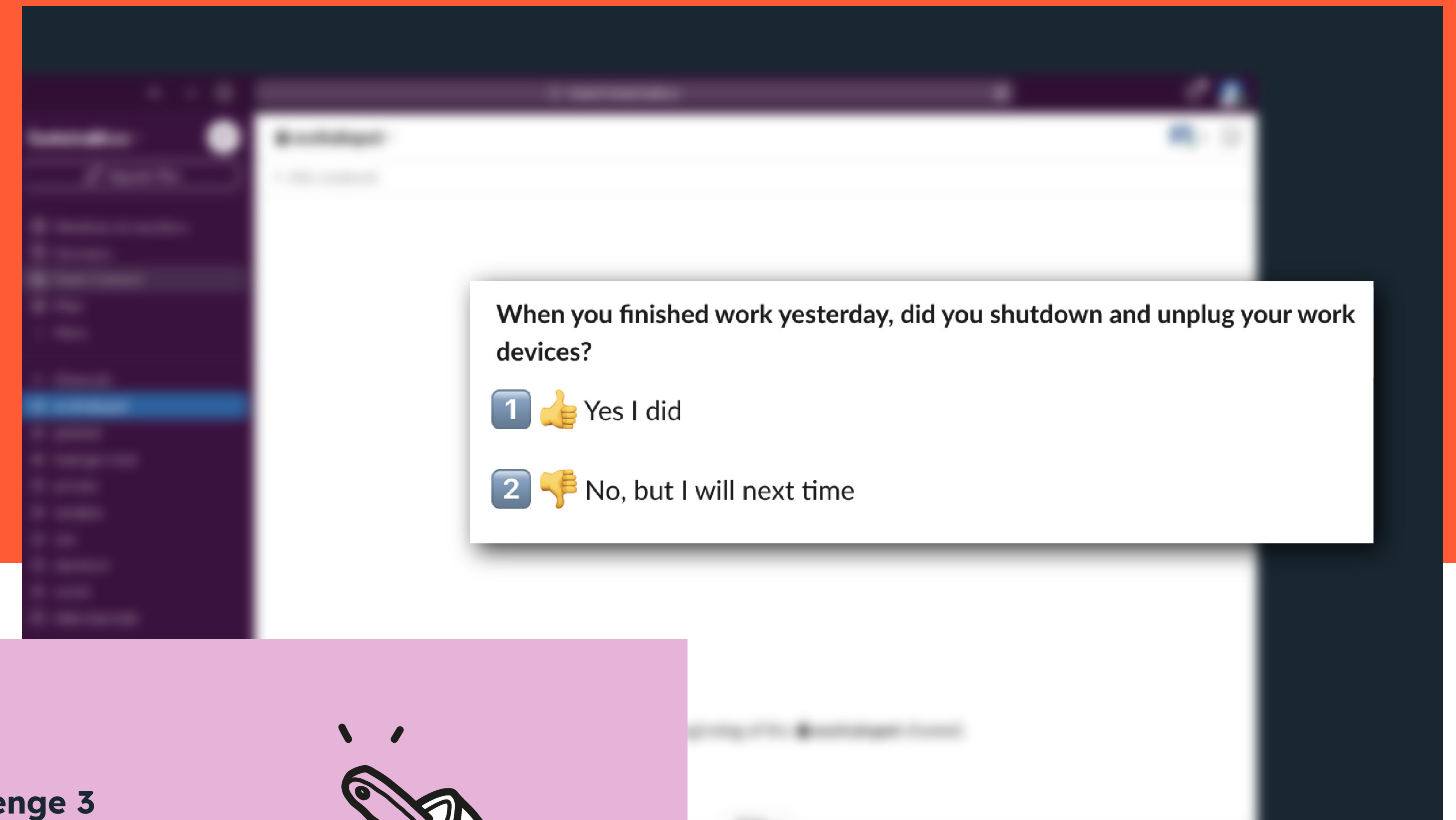
What we did

Remote Campaign: HubSpot Energy Challenge

Remote Campaign: HubSpot Energy Challenge

Tools used: Slack, a dynamic leaderboard (web-based), an Energy Playbook brimming with useful home energy saving info (Google Slides)

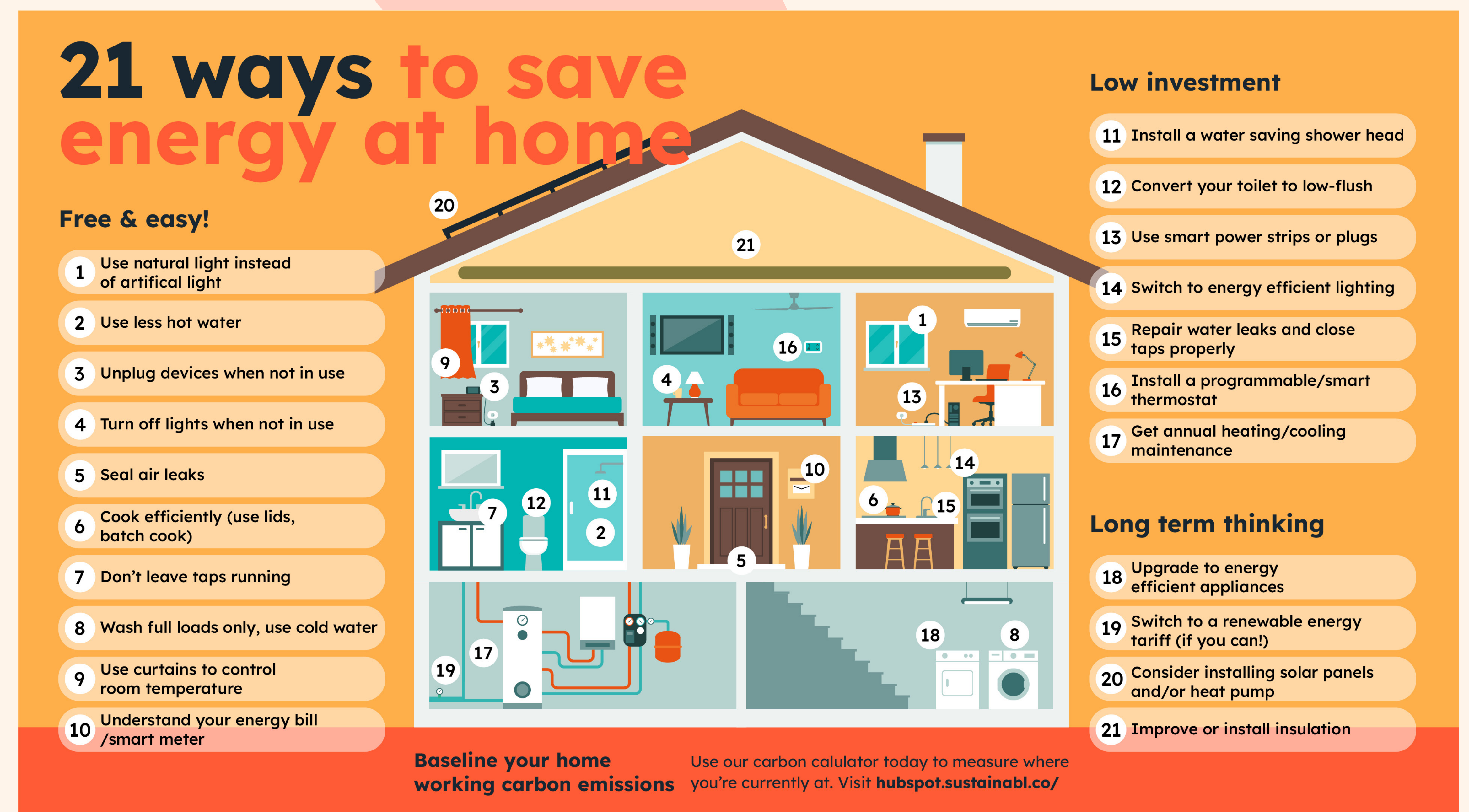
We created an 'Energy challenge' designed to inspire HubSpottersto embrace energy efficiency practices at home. We used our company-wide communication tool, Slack, to deliver a fun, energy saving challenge over the course of a week in our employee interest resource group channel called Eco@HubSpot. Participants were invited to take part and post whether they completed the daily challenge. The team with the most completions had the brightest bulb on our leaderboard.



We backed up the interactive game with a helpful energy efficiency guide that covered everything from ‘Vampire energy’ (yes, it’s a thing!), understanding energy labels on appliances (localized for different regions) to ways to switch to renewable energy. In fact, we even teamed up with an energy platform, to offer HubSpotters great deals on switching to a renewable energy supplier.

Essentially, we were able to transform a potentially dull subject into a fun, interactive and impactful experience. Feedback from employees was overwhelmingly positive and the use of our Slack channels has worked for us on a previous campaign around celebrating Pride and diversity.

The campaign was a whole load of fun, enjoyed by our employees across the globe. For the final challenge, we added a musical element to it, asking employees to choose their favorite energy themed song. And the winner was... Cher "If we could turn back time!"...on carbon emissions.



What we did

Hybrid Campaign: Rethinking waste at the office (and at home)

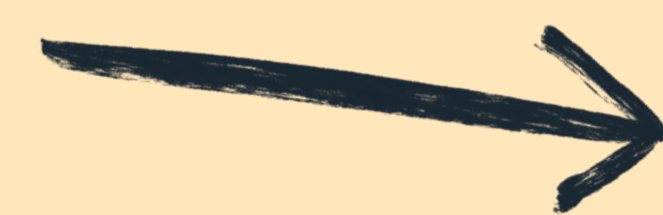




Hybrid Campaign: Rethinking waste at the office (and at home)

Tools used: Printed QR codes, interactive microsites (Google slides), in-office digital screen displays (Google Slides)

While the energy campaign was predominantly aimed at helping our remote and hybrid staff take control of their energy usage at home, we took an on-the-ground approach to our in-office waste campaign. We wanted to educate and engage our office workers, and also those that visited our office locations to show them our commitment to waste management.



Our Facilities teams were looking for ways to improve waste management on-site. That included our kitchen facilities, garbage and recycling bins as well as electronic waste. We created a set of QR codes for each of our office locations (From Dublin to Boston, London to Singapore and all our offices in between).

The QR codes were strategically placed at food, waste and recycling points around the offices. Scanning a QR code with your phone would load up a compact summary of the waste bins that were available and what waste should go where.

It also helped with those more confusing items like mixed food packaging and table linens, that would all too often get thrown in the wrong bin.

Along with the QR codes, we mirrored some of the content across office screens at reception and in conference rooms, so that the information was omnipresent! We even translated it across three languages to ensure inclusivity.

The Bottom Line

Here's the secret: keep it fun! The sky is the limit with what you can do, don't limit yourself with one tool, try combining the physical and digital worlds to reach a wider audience (particularly handy when so many of us work remotely!).

When you use familiar tools in unexpected ways, you create an environment where employees are excited to participate. Sustainability becomes more than a goal—it's a shared adventure. With creativity and technology, the possibilities are endless.

Our partner Sustainabl, supported us in the creation of the Energy and Waste campaigns. If you're looking for help in creating your own, look them up!

[Visit their website for more information.](#)

Checklist for Success:

- > Pick a theme that excites your team
- > Use tools your employees are already familiar with
- > Make tasks easy, measurable, and rewarding
- > Enable a feedback mechanism
- > Foster collaboration and a little healthy competition
- > Always be mindful of your impact and campaign waste

Some inspo:

- > Create custom achievement badges for a challenge
E.g. Energy saver/Recycler of the week (individual or team based)
- > Build a team leaderboard to track engagement
- > Host photo contests with prizes tied to your theme
- > Consider incorporating music - we all love a good tune!