

# Green Ambassadors at Stayokay



*Plastic fishing in the canals of Amsterdam*

**Our People**  
Caring for staff & volunteers



## Summary

Meet the Green Ambassadors of Stayokay!  
A very involved and enthusiastic group of 35 colleagues with one goal, to make Stayokay more sustainable. Key actions and local initiatives reinforce each other and reduce our carbon footprint on energy, waste, water and improve on health & well-being.

## Objectives

Behavioural change as a strategy to minimise our carbon footprint.

In the long run our guests and employees make our organization, and a drive for sustainability can only be successful in the longer term if it becomes a personal motivation for everyone. In this way, everybody can make a difference by showing how sustainability can be incorporated in their daily work.

## National HI Association

### Stayokay – The Netherlands

#### Hostels

#### All Stayokay hostels

#### SDG Contribution

<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	
<b>10</b> REDUCED INEQUALITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 	<b>13</b> CLIMATE ACTION 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 



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## Economic

Extra incentives for staff

Increasing Stayokay's sustainability reputation

Customer and brand loyalty

## Social

Staff development

Increased engagement

Raising awareness and education

## Environmental

Behavioural change towards sustainability

Reduction on carbon footprint

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## Methodology

The behavioural change campaign (developed by Global Action Plan for the Earth Foundation) is based on the assumption that behaviour will change the moment employees are offered practical tips for action that have a direct bearing on their daily work.

We started by collecting data with a **Well done! questionnaire** send out to all staff members, to understand what the present situation is from the perspective of employees both on environmental and social themes. The results of the questionnaire formed a checkpoint for the design of the campaign by the Core Team and it identified the sustainable themes for the program.

Also, it became clear how many employees are willing to be involved in the campaign as an Ambassador in the program. They will form the internal network, which will support the Core Team to successfully execute the campaign and create a corporate sustainable culture.

## Ambassadors

The ambassadors in the program have a very important role in gaining deeper knowledge of sustainability. Each hostel has one or two ambassadors:

- We provided a clear profile. Therefore, the role is binding and provides a clear status to the ambassador.
- The ambassadors get 2 hours per week to improve the hostel's sustainability aspects.
- Ambassadors meet with the hostel manager at least once a month to review the status and progress of actions.
- The ambassadors have a small budget available: 500 euro's to be able to financially carry out their ideas.

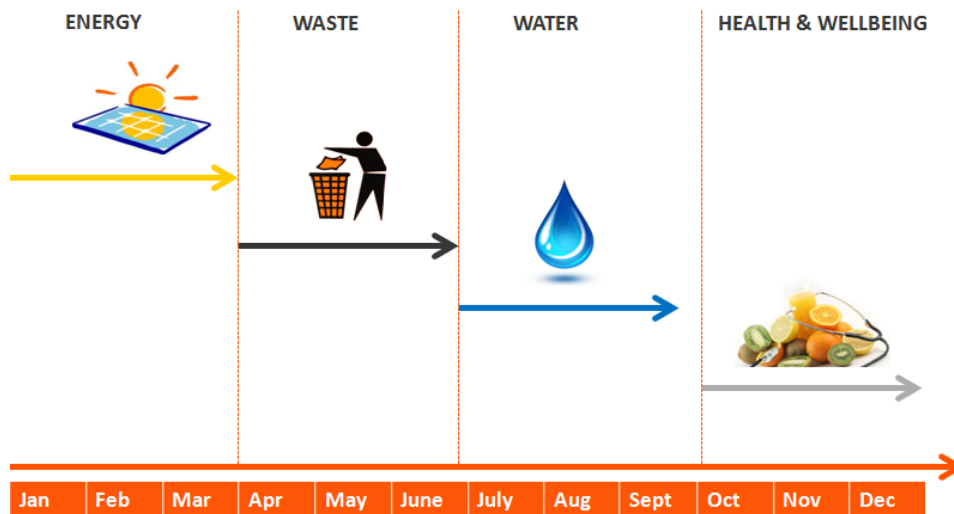
The profile and the offered facilities made available by the organization give a good balance between motivation and structure of the organization.

## We identified 4 sustainable themes:

- energy
- Waste
- Water
- Health & wellbeing



## Well Done! – themes



Each quarter of the year is devoted to one of these themes to keep on improving ourselves.

We start a theme with a kick off with all core team members and ambassadors. During these meetings, we present to them the key actions everyone must do or join, but also information about a choice of other actions they can do from which they can choose from. Or they can take their own ideas into action. The kick-off is also an inspirational meeting by getting inspiration from each other, but we also make an excursion or invite a speaker or supplier related to the theme.

### Project insights

Since the implementation of the behavioural change campaign we have learned that:

- Implemented bottom up, everyone is part of it and is able to make a change.
- Key actions and local actions reinforce each other.
- Concrete actions with concrete results based on themes, creates structure.
- Knowledge and awareness about sustainability off the staff has increased.
- Support from the management that also sets an example is very important.
- New ideas arise which the core team alone could never think of.

The programme contributes to the sustainability reputation towards its employees. Previous evaluations (of other similar campaigns) show that participants in the campaign:

- feel proud to be part of the organization;
- feel good about making a contribution to sustainability during their daily work;
- develop greater awareness of how they can contribute to sustainability on a personal level (outside the field of the themes discussed);
- develop increased awareness of what Stayokay could do to boost its sustainability performance (ideas as well as constructive criticism vis-à-vis the organization).



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***Not only large technical investments will help to contribute to a better world, but more important is the involvement and commitment of people that will contribute to a higher and long term positive effect on sustainability. This project will entrench sustainability as a part of Stayokay's "DNA".***

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**Would like to know more about this initiative?**

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**Read more about Stayokay [here](#)**

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