PROSPER
POST PANDEMIC EMPOWERMENT PROGRAMME

07 | Put sustainability at the heart of hybrid work practices

Post pandemic empowerment programme

Co-funded by the European Union

Exercise 7.1

Eco-Footprint Explorer: Tracing Your Hybrid Impact

Activity Type: Individual

DESCRIPTION

In this mentor-guided activity, the learner will gain insights into their own hybrid work practices, understand areas of improvement related to sustainability, and chart out an action plan with the mentor's guidance.

LEARNING OUTCOMES

After this activity, the learner will be able to:

- Analyse personal hybrid work habits and their sustainability implications.
- Identify areas of improvement to make their hybrid work more sustainable.
- Create an actionable plan to incorporate sustainability in their work habits.

MATERIALS NEEDED FOR IMPLEMENTATION

- PROSPER online course

- Insight worksheet (attached)

- Action plan template (attached)

TIME REQUIRED

30 min. preparation and 120 min. delivery

Eco-Footprint Explorer: Tracing Your Hybrid Impact

Resources

In the context of sustainability, the United Nations' 2030 Agenda for Sustainable Development emphasizes the urgency of adopting more sustainable practices in all spheres of our lives, including our work habits. Hybrid working, the fusion of remote and in-office work, offers a unique opportunity in this regard. Its inherently flexible nature can be leveraged to reduce environmental impact, but it also comes with challenges like digital waste and energy consumption.

Incorporating this knowledge into an interactive activity allows the learner to not only understand but also 'live' the experience of making sustainable choices in a hybrid work environment. The aim is to drive home the idea that sustainability isn't a distant, abstract goal but a tangible, achievable aspiration that can be integrated into our daily work lives.

Preparation

Before starting, the trainer should be familiar with:

• The principles of sustainable hybrid work practices.
• Techniques for self-analysis and self-assessment.
• Goal-setting and action-planning methodologies - use template provided

Refer to the 3 sustainability units of the PROSPER online course:

• https://course.prosper-project.eu/module-4-unit-1-digital-sustainability-in-context-of-hybrid-working/
• https://course.prosper-project.eu/module-4-unit-2-digital-sustainability-taking-action/
• https://course.prosper-project.eu/module-4-unit-3-digital-sustainability-tools-for-smes/

Introduction

Begin by explaining the importance of integrating sustainability into hybrid work practices. Emphasise the personal and organisational benefits of sustainable work habits.

Activity description

1. Self-Insight

Hand over the insight worksheet to the learner. Ask them to fill it out, analysing their current work habits. **30 min.**

2. Discussion and Feedback

The learner shares their insights with the mentor. The mentor provides feedback insights and shares best practices related to sustainability in hybrid working. **30 min.**

3. Action Mapping

With the mentor's guidance, the learner creates a sustainable hybrid work action plan. This plan should detail specific steps, resources required, potential challenges, and ways to measure progress. **45 min.**

4. Commitment and Next Steps

Encourage the learner to commit to implementing the action plan. Discuss potential follow-up sessions to track progress and address challenges. **15 min.**

Debriefing

End the activity by summarising the main takeaways and emphasising the importance of continuous analysis and adaptation in making hybrid work practices more sustainable. This one-on-one activity allows for personalised feedback and creates a space for the learner to openly discuss challenges and areas of improvement. The trainer/mentor can adapt and customise the approach based on the specific needs and context of the learner.

Adaptation to online model

The Eco-Footprint Explorer: Tracing Your Hybrid Impact can easily adapted for online delivery, making use of tools like video conferencing platforms and digital whiteboards.

Eco-Footprint Explorer: Tracing Your Hybrid Impact

This worksheet is designed to help you analyse your current hybrid work practices and identify areas for sustainability improvement. Reflect on your daily activities and fill out the sections below.

PART 1: Self-Insight
- List your daily work activities (both remote and in-office).
- Beside each activity, note the resources used (energy, paper, digital, etc.).
- Estimate the environmental impact of these resources (low, medium, high).

PART 2: Areas for Improvement
Review your listed activities and their impacts.- Identify which activities have the highest environmental impact.- Suggest changes to reduce the impact.

PART 3: Discussion and Feedback
After completing Part 1 and 2, discuss your findings with a colleague.- Note down any additional insights or suggestions provided by your colleague.

Action Plan Template

1. **GOAL SETTING:-** Define clear and achievable sustainability goals for your hybrid work practices.
2. **ACTION ITEMS:-** Based on the insights from the worksheet, list specific actions you can take to reach your sustainability goals.
3. **RESOURCES REQUIRED:-** Identify any resources or tools you will need to implement your action items.
4. **POTENTIAL CHALLENGES:-** Anticipate challenges you might face and plan how to address them.
5. **PROGRESS MEASUREMENT:-** Decide how you will measure the effectiveness of your actions and track your progress over time.
6. **COMMITMENT:-** Write a commitment statement to implementing your action plan.
7. **FOLLOW-UP SESSIONS:-** Schedule dates for follow-up sessions to review progress with your mentor.

Please use the insights from the PROSPER online course units on Digital Sustainability as a guide throughout this process.

Activity 1: Self-Insight Worksheet (Work Activity Log)

Name: _____   Department: _____

Date: _____

Instructions: Reflect on your daily hybrid work activities and consider their sustainability impact. Use this worksheet to document your findings, which will later be used to create an action plan for more sustainable work practices. Please complete this worksheet thoughtfully and bring it to your mentor-guided session for further discussion and action planning.

List your typical work activities, both remote and in-office.	List the digital tools, energy, and resources you use for each task.	Sustainability Impact Assessment Assess the sustainability impact of these activities. Consider factors such as energy consumption, digital resource use, and physical waste.	Opportunities for Improvement Identify which habits could be modified for better sustainability. Consider potential changes to your routine or tools that could reduce your eco-footprint.

ACTIVITY 2: Digital Sustainability Goal Setting and Action Plan for SMEs

This template is designed to assist SMEs in setting concrete goals and creating a detailed action plan for improving digital sustainability. It follows the SMART criteria – Specific, Measurable, Achievable, Relevant, Time-bound. The template can be adapted as needed to fit the specific needs and context of your SME. Remember, the journey towards digital sustainability is ongoing and requires continuous effort and adaptation.

Part 1: Goal Setting

1. Specific Goals:

Clearly define what you want to achieve in terms of digital sustainability.

Example Goal   Your goal

 Reduce digital storage needs by 20%

2. Measurability:

Establish criteria for measuring progress toward each goal.

Example Criteria for Measuring Your goal

 Track the amount of data stored monthly

3. Achievability:

Ensure that the goals are attainable within your SME's capacity.

Achievability   Your goal

Use cloud storage solutions that offer data compression

4. Relevance:

Confirm that the goals align with your SME's broader sustainability objectives.

Achievability   Your goal

 Align digital storage reduction with overall carbon footprint reduction strategies

5. Time-bound:

Set a reasonable but ambitious deadline for achieving each goal.

Deadline   Your goal

 Achieve a 20% reduction in digital storage needs within one year

Part 2: Action Planning

1. Action Items:

Break down each goal into smaller, manageable tasks.

Actions Your goal

Conduct an audit of current data storage and usage

2. Resources Required:

Determine what resources or changes are necessary to implement each action item.

Resources needed   Your goal

 Invest in a cloud service provider with green credentials. Budget allocated of €5,000

3. Potential Challenges:

Identify potential obstacles and how you will overcome them.

Challenges+ overcoming them   Your goal

Resistance to changing data storage practices.

Overcome with training and demonstrations of benefits.

4. Progress Tracking:

Decide how you will track each action item's progress toward your goals.

Tracking   Your goal

Monthly reports on data usage and storage efficiency.

5. Review and Adjust

-Plan for regular review points to assess progress and make necessary adjustments.

Achievability   Your goal

Schedule the first review session three months from the action plan's initiation date to monitor progress and address any issues.

Ongoing quarterly review meetings with key stakeholders to evaluate the action plan's effectiveness and adapt as needed

Now COMMIT:

As we strive for digital sustainability, we pledge to follow this action plan, regularly review our progress, and adapt our strategies to ensure we meet our digital sustainability goals.

Exercise 7.2

Sustainability Hackathon – how can hybrid working deliver smart sustainability

Activity Type: Group activity

DESCRIPTION

The Sustainability Hackathon is an interactive and collaborative activity that engages learners in brainstorming and designing innovative solutions to foster sustainability in hybrid work environments. It encourages creativity, critical thinking, and teamwork while addressing sustainability challenges. This activity promotes active learning, teamwork, and creative problem-solving skills while fostering an understanding of sustainability challenges in the context of hybrid work. It provides a platform for learners to explore innovative solutions and encourages them to be proactive agents of change in creating sustainable work environments.

There are two delivery options:

1. Can be delivered in a single company team setting where a team from an individual company can explore and put their existing hybrid work practices under the spotlight and identify areas of improvement aligned with sustainability. By focusing on the unique dynamic, structure and needs of their company, they can craft bespoke strategies that directly impact their own specific sustainability footprint.
2. With multiple companies e.g. within a Chamber of Commerce, where multiple companies come together, share their individual best practices, and collaboratively brainstorm solutions. This cross-pollination of ideas can lead to innovative learning and solutions that can be adopted across industries. It can also foster a collective commitment to sustainability among the community of businesses, strengthening the local economy's dedication to eco-friendly and socially responsible practices

LEARNING OUTCOMES

- After completing this activity, learners will achieve the following learning outcomes:
- Understand the meaning and importance of sustainability in the context of hybrid working.
- Analyse the contribution of hybrid working to SDGs and ESGs.

MATERIALS NEEDED FOR IMPLEMENTATION

- PROSPER online course
- PPT as a Hackathon Guide (attached)

TIME REQUIRED

60 min. preparation and 180 min. Hackathon delivery

Sustainability Hackathon – how can hybrid working deliver smart sustainability

Resources

It is essential for the trainer/hackathon facilitator to understand the importance of hybrid work practices in promoting sustainability. The shift to hybrid work can significantly reduce a company's carbon footprint, minimize paper waste with digital processes, and create an inclusive work environment that respects work-life balance. But how can all the team contribute? Understanding the alignment of hybrid work practices with SDGs and ESGs will be pivotal for the trainer/facilitator.

Preparation

Complete 3 units of the PROSPER online course

*   https://course.prosper-project.eu/module-4-unit-1-digital-sustainability-in-context-of-hybrid-working/
*   https://course.prosper-project.eu/module-4-unit-2-digital-sustainability-taking-action/
*   https://course.prosper-project.eu/module-4-unit-3-digital-sustainability-tools-for-smes/

Read the Guide to Sustainability Hackathon – how can hybrid working deliver smart sustainability .

Introduction

The activity will be introduced to the LEARNER with a short induction on the importance of sustainability in today's world, focusing on how companies are taking steps to ensure they're meeting SDGs. Then, the Hackathon formula will guide the transition into a discussion about how hybrid work can be a tool for sustainability, collective brainstorming and presentation of idea on how the shift to hybrid work can contribute to sustainability.

Activity description

1. Introduction:

*   Start the activity by providing an overview of the sustainability challenges in hybrid work environments. Introduce SDGs and ESGs and give examples.
*   Explain the purpose of the "Sustainability Hackathon" as an opportunity for learners to develop creative and practical solutions.
*   Divide the learners into small groups of 4-6 participants. **15 min.**

2. Problem Identification (30 minutes): In their groups,

*   Instruct learners to identify specific sustainability challenges or opportunities related to hybrid work.
*   Encourage them to consider aspects such as energy consumption, waste management, carbon footprint, resource utilization, and employee well-being.
*   Provide relevant resources from the PROSPER programme including case studies to assist in their problem identification process. **30 min.**

3. Solution Development: Each group will work together to brainstorm and design innovative solutions to address the identified sustainability challenges.

*   Encourage out-of-the-box thinking and creative problem-solving approaches.
*   Remind learners to consider the feasibility, effectiveness, and potential impact of their solutions. **60 min.**

4. Solution Pitch (30 minutes): Give each group an opportunity to present their solutions to the class.

*   Each group should prepare a concise pitch that highlights the problem, their innovative solution, and its potential benefits.
*   Encourage the use of visual aids, prototypes, or technology tools to enhance the presentation. **30 min.**

5. Group Discussion and Evaluation: Facilitate a group discussion after each presentation to encourage feedback, questions, and further exploration of the proposed solutions.

*   Encourage the learners to provide constructive feedback and suggestions for improvement.
*   Emphasize the importance of considering sustainability, practicality, and scalability in evaluating the solutions. **30 min.**

Sustainability Hackathon – how can hybrid working deliver smart sustainability

Debriefing

Reflection and Collaboration: Conclude the activity by facilitating a reflection session where learners share their key takeaways and insights from the Sustainability Hackathon.

- Encourage them to discuss how the innovative solutions presented could be implemented in real-life hybrid work environments.

- Promote collaboration by encouraging learners to exchange contact information and continue collaborating on sustainability initiatives beyond the classroom. **15 min.**

Adaptation to online model

The Sustainability Hackathon can be adapted for online delivery, making use of tools like video conferencing platforms, digital whiteboards, and breakout rooms:

1. Introduction: Begin the session on a video conferencing platform (like Zoom, Microsoft Teams, etc.). Start with a brief overview of the sustainability challenges posed by hybrid work environments. Explain the aim of the "Sustainability Hackathon". Utilise the breakout room feature to divide participants into smaller groups of 4-6 members. **15 min.**

2. Problem Identification (30 minutes): In breakout rooms: Ask groups to pinpoint specific sustainability challenges related to hybrid work. Encourage considering areas like energy use, waste management, carbon footprints, resource efficiency, and worker well-being. Use shared links or an online platform to provide participants with relevant resources and case studies to guide their thinking. **30 min.**

3. Solution Development (60 minutes): In breakout rooms:

- Direct groups to brainstorm and craft innovative solutions.

- Prompt groups to think creatively and be solution-focused.
- Encourage feasibility checks of their solutions.

60 min.

4. Solution Pitch: Return to the main video call: Each group presents their solution via screen sharing. Ask them to be concise, detailing the problem, the proposed solution, and its advantages. Promote the use of digital tools (like PowerPoint, Google Slides, etc.) to make presentations engaging. **30 min.**

5. Group Discussion and Evaluation: In the main room: After every pitch, have an open discussion, allowing for questions, suggestions, and deeper dives into solutions. Stimulate learners to offer constructive feedback. Highlight the importance of sustainability, practicality, and scalability for evaluation. **30 min.**

6. Reflection and Collaboration (15 minutes): Finish with a reflection session, sharing insights and key takeaways. Encourage participants to discuss the real-world implementation of the suggested solutions. As it's an online setting, urge participants to share their contact information in the chat or through a shared Google Doc to foster collaboration beyond the session. **15 min.**

What is Hackathon?

A collaborative event where individuals pool their skills to solve problems or create prototypes in a short timeframe.

Why are they relevant to Sustainability?

Hackathons bring innovation, speed, and collaborative spirit, making them ideal for tackling sustainability challenges in the hybrid work model.

Core Principles:
- **Innovation:** Encouraging out-of-the-box thinking to develop fresh solutions.
- **Collaboration:** Bringing together diverse minds and skills for a common purpose.
- **Intensity:** Working under time constraints to produce rapid solutions.
- **Openness:** Sharing ideas freely, allowing for feedback and iterative improvements.

The hybrid work model is here to stay. By integrating sustainability, we are addressing future challenges head-on. By focusing on sustainability in the hybrid workspace, the hackathon aligns with the broader UN Sustainable Development Goals, and the obvious benefit for the company is both economic and wellbeing as the team will feel more engaged and invested in purpose-driven initiatives like sustainability.

So how can our team benefit from this Sustainability Hackathon Challenge?

The hackathon format

- encourages cross-functional teamwork, collaborative brainstorming and fosters a culture of open communication.

- leads to solutions for cost savings, process improvements, and even new revenue streams. So it can have a direct bottom-line impact, making the business more resilient and future-ready.

- paves the way for novel sustainability solutions that can be implemented in the workplace, giving companies a competitive edge.

- gives a tangible opportunity for the company to get a clear commitment to global sustainability initiatives.

5 Top Tips for Valuable Hackathon Participation

Hackathons are not just about finding a solution but about the journey of collaboration, innovation, and continuous learning, making them ideal platforms for sustainability challenges in the evolving world of hybrid work.

1. Embrace Collaborative Mindset: A hackathon thrives on diverse thoughts and skills coming together.   We want the input of all team members and respect differing viewpoints. Your collective intelligence is more potent than working in silos.

2. Research & Prepare: While hackathons are about innovation, having a base knowledge of the theme will guide our ideation process. Prior to the event, delve into the nuances of sustainability in hybrid working. Familiarise yourself with PROSPER online course Sustainability units

- Module 4 / Unit 1 Digital Sustainability in context of hybrid working | course.prosper-project

- Module 4 / Unit 2 Digital Sustainability – taking action | course.prosper-project

- Module 4 / Unit 3 Digital Sustainability Tools for SMEs | course.prosper-project

3. Stay Flexible: Flexibility is key in a hackathon. It is really common to realise midway that there's a better approach or solution. So, our top tip is: Don't be too attached to one idea. If you find compelling evidence or feedback from another team member, do not be afraid to suggest a change in direction, be agile and adjust.

4. Time Management is Crucial: Hackathons have a tight timeline, making it vital to allocate time effectively. We have broken down this Hackathon into 5 segments – brainstorming, research, solution development, presentation preparation, and feedback. We have set clear time limits for each to avoid last-minute rushes.

5. The Power of Taking Breaks: Hackathons can be intense, it's crucial to maintain your health and mental well-being, so our schedule includes short breaks to stretch, hydrate, and clear your mind. This not only prevents burnout but also often leads to more clear and creative thinking.

The key to a valuable hackathon experience lies in preparation, collaboration, adaptability, and self-care. Keep these in mind, and you're poised for a productive and enriching journey!
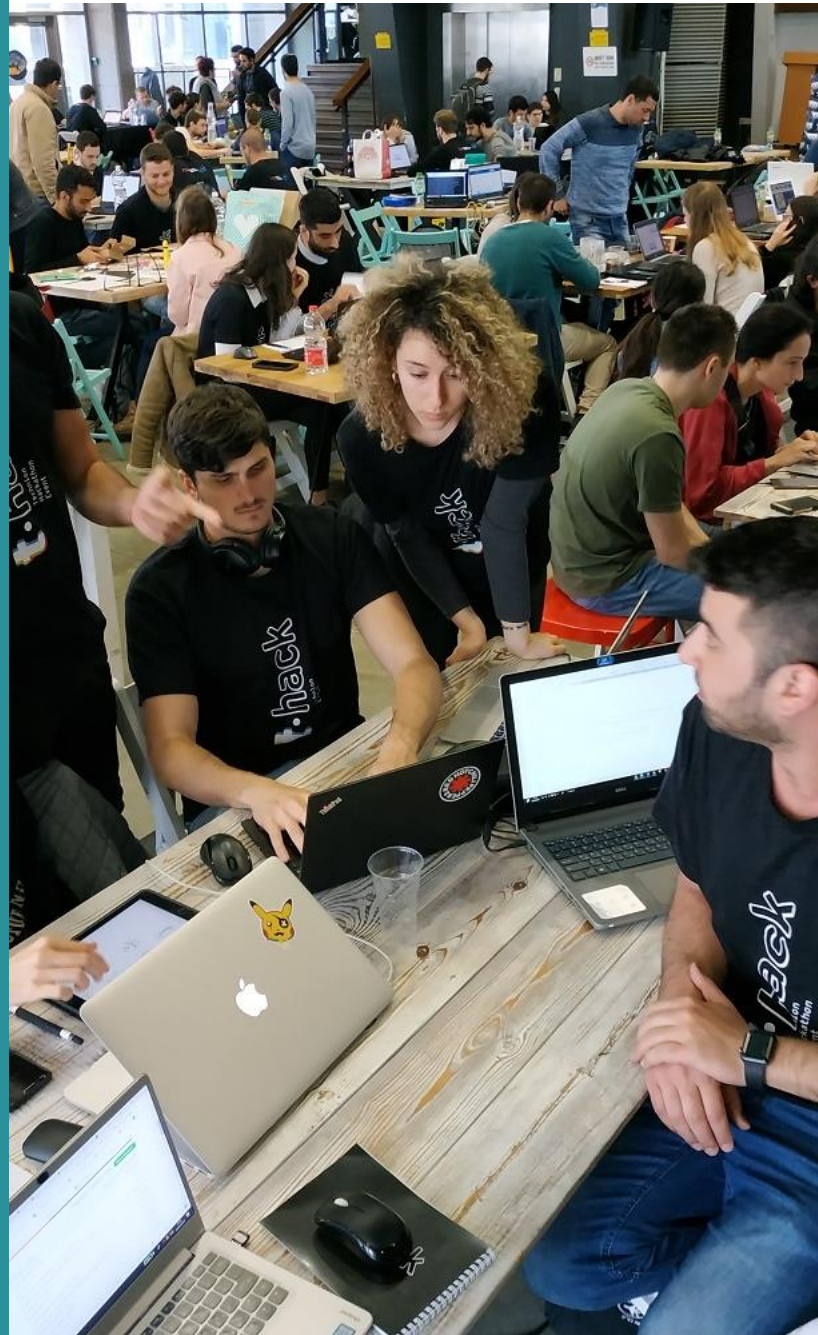
Good Practice Example- Green Office Transformation Hackathon

Context: A medium-sized digital marketing agency with a mix of in-office and remote workers recognized the increasing importance of sustainable practices in office spaces. With the hybrid working model in place, they wanted to optimize both their physical office and digital practices to align with sustainability goals.

Aim: The aim of the hackathon was to develop actionable strategies and initiatives to make hybrid work at the agency more sustainable. This could involve both tangible changes to the office space and adjustments to digital work habits to reduce the environmental footprint.

How it worked:

- **Engagement:** The company invited all employees to participate, emphasising the shared responsibility and benefits of a sustainable workspace and the need to develop actionable strategies and initiatives. Teams were formed

- **Research Phase:** Teams were tasked with researching and analysing the current environmental impact of their work habits, from paper usage to digital carbon footprints.

- **Hackathon Event:** Over a dedicated "Green Day", teams brainstormed and proposed initiatives

Good Practice Example- Green Office Transformation Hackathon

These included:

- Implementing digital signature solutions to cut down on paper usage.

- Adopting cloud solutions that use green energy-powered data centers

- Setting up office gardens or green spaces to improve air quality and employee well-being.

- Proposing "no-travel days" where all meetings are held virtually to reduce transportation-related emissions.

- Launching a "Digital Cleanup Day" to declutter and delete unneeded files, thereby reducing storage and energy costs.

Ideas were assessed based on feasibility, environmental impact, cost, and potential for employee engagement.

The winning initiative was the "Digital Cleanup Day", complemented by training sessions on efficient digital storage practices and the environmental impact of massive digital storage.

This example demonstrates that a sustainability hackathon doesn't always need to produce a new product or technology. Instead, it can yield effective strategies to instil sustainable habits and practices in everyday work.

Welcome

Join us in driving sustainable change in our hybrid workplace!

Why are we here?
We want to use the hackathon format to generate innovative solutions that enhance sustainability in our hybrid work environments.

How are we going to do this ?

3 themes, 48-hours from brainstorming to final pitches with checkpoints along the way.

Objective:
To develop actionable solutions that can be implemented to make our hybrid work model more sustainable.

3 Suggested Themes
- Energy Efficiency: Solutions for reducing energy consumption in home and office settings.
- Waste Management: Strategies to minimize waste from hybrid work operations.
- Green Commuting: Ideas to promote eco-friendly commuting options

Team Up

Form your team with a diverse mix of skills from across the company

Create a dedicated online channel to communicate (e.g. via Teams or shared Google Drive) and when in the office, dedicate time to meet and collaborate with your team. Use collaborative editing tools like Google Docs and Sheets for simultaneous working.

Agree on working hours that accommodate different time zones for global teams. Keep the whole team updated with progress to maintain collective focus.

Assign clear roles to ensure efficient teamwork, with a team leader to coordinate efforts.

Acts as the point of contact between the team

Facilitates team meetings and decision-making processes

Idea Development

Explore:

Dive into the daily routines of hybrid workers. Where is the waste happening? What consumes the most energy?

Brainstorm:

With sustainability as your guide, brainstorm to find areas for improvement. Think energy-saving apps, waste-reducing processes, or green commuting options.

Decide:

Evaluate ideas based on potential impact on sustainability in hybrid environments and feasibility. Use tools like impact-effort matrixes to select the best one.

Impact-effort matrix

This visual representation helps teams to quickly see which ideas they should prioritize and tackle first. List all ideas and then plot them in the quadrant that best describes their impact and effort.

1. **High Impact, Low Effort (Quick Wins):**
These tasks or ideas will have a significant positive effect and are relatively easy to implement. Example: Implementing a policy to turn off all electronics when not in use to save energy

2. **High Impact, High Effort (Major Projects):**
These are tasks or ideas that will have a significant positive effect but will require a lot of resources and time to implement. Example: Developing a comprehensive recycling programme that includes composting and electronic waste.

3. **Low Impact, Low Effort (Fill-Ins):**
These tasks or ideas may not have a huge effect but are easy to do and can fill in gaps in your sustainability plan. Example: Switching to eco-friendly office supplies

4. **Low Impact, High Effort (Thankless Tasks):**
These are tasks or ideas that take a lot of effort but don't contribute significantly to your goals. Example: Overhauling an entire heating system for minimal energy savings.

Sustainable Prototyping

Sustainable prototyping is a critical step in the development process because it allows teams to explore and test their ideas with a focus on sustainability. Use one of the following tools

- Visualize your idea with quick sketches/map that outline the sustainable features of your solution.
- Create a basic model using sustainable materials or mock up a digital interface that encourages sustainable habits among hybrid workers."
- Testing is important at this stage. Get feedback from hybrid workers, refine your model to increase sustainability, and ensure practicality in both home and office setups.

Checking your Progress

First Milestone: Share your concept and receive feedback on its viability and sustainability in a short presentation.

Mid-Hackathon Review: Demonstrate your working model. Is it making hybrid work greener? Gather feedback and refine your approach.

Pre-Final Pitch: Rehearse your pitch, focusing on the solution's sustainability in hybrid work and be ready to iterate based on final feedback.

Some tips on running a sustainable hackathon

1. VENUE: Choose a virtual or low-impact venue to minimize the environmental footprint.
2. TECHNOLOGY: Use digital collaboration tools to facilitate remote participation, reducing travel-related emissions.
3. MATERIALS: Opt for digital materials over printed ones. If physical materials are necessary, choose recycled or sustainable options.
4. ENERGY: If in-person, encourage participants to use public transport or carpool.
5. CATERING: Provide locally-sourced, organic, or plant-based food options.
6. WASTE: Implement a waste reduction policy including recycling stations and the minimal use of disposables.
7. LEARNING: Incorporate educational sessions about sustainability into the event.
8. SHARE: After the event, share the outcomes and continue to engage with participants on the topic of sustainability

The Hackathon Approach

Ensure teams have time to polish their solutions in preparation for the Final Presentation/Pitch

Brief teams on the process of presenting their developed solution to the panel of judges and the overall team.

The judges should evaluate the final pitches based on the predetermined criteria, for example

- Innovation: Originality of the solution and its approach to sustainability.

- Impact: The potential for the solution to significantly improve sustainability in hybrid work environments.

- Viability: The feasibility of implementing the solution in real-world settings.

- Scalability: The ability to expand the solution for broader application.

- User Experience: The ease of use and the design quality of the solution from the user's perspective.

Judges select the winners. Eco prizes or awards should then be presented to the teams with the best solutions.

Debrief session where participants can reflect on what they've learned and discuss the potential for implementing the sustainability solutions in real-world hybrid work scenarios. For promising solutions, this might involve discussions about further development, potential funding, or pilot projects to test the solution in a live environment.

Exercise 7.3

Empathy Mapping for a Greener Hybrid Workplace

Activity Type: Group (can be adapted for individuals)

DESCRIPTION

Through this activity, learners will engage in empathy mapping to better understand how sustainable practices influence employees' feelings, thoughts, and actions in a hybrid work environment. It aims to uncover insights on the human-centric side of sustainability.

LEARNING OUTCOMES

After this activity, the learner will be able to:

- Gain a deeper understanding of employees' perspectives on sustainability in hybrid work settings.

- Identify areas of improvement for integrating sustainable practices that align with employee needs and aspirations.

- Understand the emotional and practical implications of sustainability in day-to-day hybrid working life

MATERIALS NEEDED FOR IMPLEMENTATION

- PROSPER online course

- Empathy Mapping template (paper or digital)

- Sticky notes (physical or digital for online sessions)

TIME REQUIRED

30 min. of preparation and 150 min. of delivery

Empathy Mapping for a Greener Hybrid Workplace

Resources

Empathy mapping, derived from Design Thinking principles, is a tool that offers a deep dive into users' needs, desires, and feelings. It provides a more comprehensive understanding of how certain actions or conditions affect individuals. By integrating this tool with sustainability in hybrid work, we can address both the human and environmental components of sustainable practices.

Preparation

Before starting, the trainer should be familiar with:
* The principles of sustainable hybrid work practices.
* Techniques for self-analysis and self-assessment.
* If desired, individualise the empathy map template.

Refer to the 3 sustainability units of the PROSPER online course

* https://course.prosper-project.eu/module-4-unit-1-digital-sustainability-in-context-of-hybrid-working/

* https://course.prosper-project.eu/module-4-unit-2-digital-sustainability-taking-action/

* https://course.prosper-project.eu/module-4-unit-3-digital-sustainability-tools-for-smes/

Introduction

This activity focuses on a different aspect of sustainability, bridging the gap between understanding the human side and implementing effective sustainability practices.

* Explain the importance of integrating sustainability into hybrid work practices.
* Emphasise the personal and organisational benefits of sustainable work habits.

Activity description

1. Introduction:

Introduce the concept of empathy mapping and its relevance to understanding sustainability from a human-centric perspective in hybrid work contexts. **10 min.**

2. Understanding the Empathy Map:

* Walk participants through each section of the empathy map (i.e., Think & Feel, Hear, See, Say & Do, Pains, and Gains).
* Discuss the context: How do employees feel about sustainability in their hybrid workspace? **20 min.**

3. Group Mapping Session:

* Divide participants into small groups.

* Each group selects a hypothetical employee persona or uses real-life experiences.

* Groups fill in the empathy map based on their understanding or experiences related to sustainability practices in the hybrid work context.

60 min.

4. Sharing Insights:

* Groups share their empathy maps.
* Discuss similarities, differences, and standout insights.

30 min.

5. Actionable Recommendations:

* Based on empathy mapping results, each group lists three actionable recommendations to enhance sustainability while considering the human aspect.

* Share recommendations with the wider group.

30 min.

Empathy Mapping for a Greener Hybrid Workplace

Debriefing

*   Reflect on the importance of understanding the human element when integrating sustainability into hybrid work.

*   Encourage continuous dialogue between management and employees to ensure sustainable practices are holistic, addressing both environmental and human needs.

Adaptation on online mode

Yes, but conducting the activity online offers a unique set of challenges and benefits. Be mindful to

*   Keep video cameras on (if possible) to maintain engagement and foster a sense of connection.
*   Use interactive features of the video conferencing tool, like polls or reactions, to keep the energy up.
*   Encourage participants to use the chat function for questions or comments if they don't want to interrupt.
*   Have a co-facilitator to manage any technical issues so the main facilitator can focus on the activity.
*   Schedule short breaks to prevent online fatigue.
*   Remember, conducting activities online offers a unique set of challenges and benefits. It's crucial to ensure that all participants feel comfortable and engaged throughout the session.

Empathy Mapping for a Greener Hybrid Workplace (Online Adaptation)

Materials Needed for Implementation (Online):
*   Digital Empathy Mapping tool or platform (e.g., Miro, MURAL).
*   Video conferencing tool (e.g., Zoom, Microsoft Teams) for live discussions.

Preparation:
*   Set up the digital empathy map templates on the chosen platform.
*   Ensure that all participants have access to the platform and know how to use its basic features. A short tutorial might be helpful.
*   Send out invites for the video conferencing session, along with pre-read instructions.

Introduction:
*   Start the video call, ensuring everyone's connected and can see and hear each other.
*   Introduce the concept of empathy mapping and its online adaptation. **15 min.**

Activity Description (Online):

1. Understanding the Digital Empathy Map:
*   Share your screen and walk participants through each section of the digital empathy map.
*   Discuss the online context: How might employees feel about sustainability in their hybrid workspace when working remotely?

2. Group Mapping Session:
*   Create breakout rooms for participants to split them into smaller groups.
*   Each group selects a persona from real-life experiences provided
*   Groups fill in the online empathy map using digital sticky notes, texts, or other elements the platform offers.

3. Sharing Insights:
*   Reconvene in the main video conferencing room.
*   Groups can present by sharing their screens or by guiding others to view their digital empathy map on the platform.
*   Facilitate a discussion on insights, noting similarities, differences, and interesting findings.

4. Actionable Recommendations:
*   Using the digital platform, each group lists down three actiodiscuss recommendations with the wider group. nable recommendations.
*   These can be added to a shared digital board or a slide.
*   Share and discuss recommendations with the wider group.

5. Conclusion:
*   Reflect on the benefits and challenges of conducting this activity online
*   Highlight the importance of integrating human-centric approaches to sustainability, even in remote settings.
*   Encourage the use of digital tools for continued collaboration on sustainability initiatives.