

Company: CitiFinancial

Project: Employee newsletter article

Objective: Generate interest in membership in employee networks

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Portfolio

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The Citi Women's Network-Baltimore/Washington, D.C., recently welcomed 85 employees, including members of the Citi African Heritage Network and the CitiFinancial "Green Team," to CitiFinancial headquarters in Baltimore, Maryland, for an event with Diane MacEachern. The author of "Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World," MacEachern is also an environmentalist and entrepreneur.

During her presentation, MacEachern explained that one of the biggest misconceptions people have about "going green" is the cost. Many people believe it's too expensive, but it doesn't have to be. In fact, choosing eco-friendly products and services, such as buying reusables, replacing incandescent light bulbs with compact fluorescent bulbs and eliminating the use of bottled water can help consumers save money.

For example, making the switch from incandescent light bulbs to compact fluorescent bulbs can save as much as \$30-\$50 in electricity over the lifetime of the bulb. Although compact fluorescent bulbs are about \$2-\$4 more expensive than incandescent bulbs, they use 66 percent less energy and last ten times longer, making them a more, eco-friendly and cost-effective choice.

When Leanne Lewis of CitiFinancial IT asked about eco-friendly cleaning product alternatives, MacEachern said using budget-friendly products like vinegar, baking soda and the "universal solvent," water, will help keep things clean. "Limit the types of chemicals you bring into your households. Sometimes they are worse than the dirt they remove," she said. MacEachern then challenged the audience to reduce the number of products they use on a daily basis...

...MacEachern's guest appearance is just one example of many events sponsored by employee networks throughout Citi. "This year, we are really focused on working with other groups to co-host events that appeal to all employees," said Kristen Cowan, Co-Chair, Citi Women's Network-Baltimore/Washington. "Working with the Green Team and the Citi African Heritage Network on this event helped all three groups spark colleagues' interest in membership," she said.

Citi's Employee Networks are employee-initiated, and employee-led groups focused on diversity segments. These groups give their members an opportunity to share common experiences and build awareness of diverse cultures and communities. Each network is open to all employees across all Citi businesses, where the network is recognized.

This article appeared in Citi World, a newsletter for employees of all Citi businesses. The purpose of the article was to provide coverage of an event that took place at CitiFinancial's headquarters and generate interest in membership in Citi's Employee Networks.