

NEXT15



Communicating your Sustainability Journey



Agenda

11.00 – 11.05 Welcome and Introduction

Maggie Tapa – Camden Climate Alliance
Housekeeping & Introductions

11.05 – 11.35 Communicating your Sustainability Journey, Rachel Boland – Next15

Next 15's sustainability journey
Communicating transparently, building trust and inspiring action
Tips for engaging your audience

11.35 – Q&A

11:45 – Close

Meet the presenters

Camden
Climate Alliance



Maggie Tapa
Climate Alliance Lead

NEXT15



Rachel Boland
Head of Sustainability

The Business Climate Challenge

A free energy efficiency programme help 125 businesses reduce their energy costs and cut carbon emissions.

It is a follow-on programme from the successful Mayor of London's Business Climate Challenge (BCC) which has supported more than **200 London businesses** which included **46 Camden Climate Alliance businesses** and **22 Fitzrovia partnership businesses** between 2022-23

What is the business sustainability series?

The Business Sustainability Series is a key offer in the programme – a free training series to help businesses gain the necessary skills **to reduce their energy consumption, achieve cost and energy savings and reduce emissions.**

Trainings are designed so that there is something for everyone, irrespective of whether your business is only just starting its sustainability journey or planning a large scale retrofit.

Camden
Climate Alliance



The
Fitzrovia
Partnership
Business Improvement District


Brent
for business



supporting
London Business Climate Challenge



Introducing Next 15

60 | Great
Portland
Street



Our family of brands help clients to grow by helping them...

Make
better decisions

CUSTOMER INSIGHT

Connect
with customers

CUSTOMER ENGAGEMENT

Sell
more

CUSTOMER DELIVERY

Reimagine
their business

BUSINESS TRANSFORMATION

activate

Agent  Group

Archetype

Brandwidth

The Blueshirt Group

Bynd

elvis

H*USE
337

MACH49

M BOOTH

MBOOTH:HEALTH

 MHP Group

Nectar.

OUTCAST

PALLADIUM

plinc.

 PUBLITEK

sng


twogether

Thr≡fold

Transform

Savanta:

velocity

Accelerating positive impact and supporting the N15 Business Strategy through our **ESG Strategic Priorities**

Our N15 strategy is to:

- build or buy the specialist growth consultancy services that our clients need;
- work together to solve our clients' most pressing growth problems;
- develop our key talent; and
- **make sure we leave the world a better place than we found it**

Contribute to sustainable growth for our clients

Our Clients

Support clients to improve their social and environmental impacts

Work on client projects where there is a clear commitment to sustainable growth

Measure, wherever possible, the impact that our work ultimately has

Our Business

Manage our own impacts and enhance our sustainable growth expertise

Each brand to be clear and engaged on their contribution to sustainable growth

Acquire only brands that are committed to sustainable growth

Support brands working towards B Corp certification

Create an environment where diversity is valued at every level

Reduce our emissions in line with science-based methodology

Our Enablers

Put in place the foundations that allow us to deliver sustainable growth

Make Next 15 a great place to work

Ensure robust governance and decision making

Support causes & initiatives close to the hearts of our people and the communities in which we are based

Some examples of our positive impact work...

WWF - EAT4CHANGE

Eat4Change is an initiative operated by WWF which aims to engage citizens on the topic of sustainable food. It highlights global interconnections and dependencies and demonstrating how individual lifestyle choices can directly contribute to limiting climate warming.

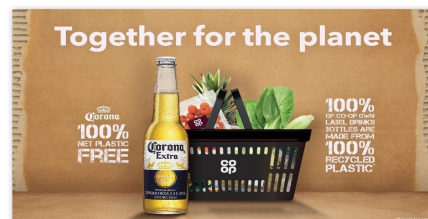


Goal.

In 2021, WWF commissioned Savante to conduct a survey of adults in 12 EU countries (Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain, Poland and Romania) plus the UK and Mexico, as part of the second wave of a project to support Eat4Change's policy work. The survey covers a range of topics: the role of governments and the EU in changing food habits; support for policies to change food habits; and the relative importance of sustainable food for EU citizens.

AB INBEV - CORONA SUSTAINABILITY

Threefold created a sustainability campaign with AB InBev to promote Corona, a sustainable brand: from its partnership with Coral Vita who are working to restore the coral reefs, its 100% natural ingredients and its fight against plastics, Corona is doing its part to give back to the planet. For this campaign the message was that Corona brand is committed to a 100% net zero plastic footprint.



AB InBev, Corona Sustainability - 100% Net Plastic Free

Problem.

77% of UK consumers don't understand what brands mean when they talk about sustainability. Threefold facilitated Co-op's mission to be on-hand to help shoppers navigate these claims. In FY24, Threefold created a campaign for Co-op to help shoppers to understand what being a "sustainable" brand really means in practice.

Solution.

AB InBev and Co-op have been working together on campaigns that go above and beyond a typical annual calendar of branded activity for over 3 years now. Each year Threefold, part of SMG within the Next 15 Group, has become more and more integrated in the ideation and development stage of these campaigns, allowing them to execute some of the most salient and impactful campaigns in the trade with Co-op.



House 337
6,023 followers
2w • Edited •

In partnership with [Purpose Disruptors](#), our brilliant creatives [Poppy Cumming-Spain](#) and [Michael Arthey](#) created the "Nature's a Drag" campaign. The work explores the playfulness, extravagance and drama nature and drag share; celebrating the resilience, empowerment and joy they can both provide.

Three of drag's most creative performers star alongside nature in the campaign - Marmalade (a contestant from RuPaul's Drag Race Season Six), Miss Terri Boxx, and Bi-Curious George (host of Queer Planet).

"We all know nature's good for us. But, if we're honest, some of us think it's a bit... boring... Wrong! Nature is WILD." Mikey and Poppy explain. "It's playful and performative. Extravagant and expressive. A diverse diva who LIVES for dramaaaaaaaa. So it was only natural that we got Mother Nature to 'collaborate' with the world of drag. Our work shows drag lovers that what they love about drag, they can find in nature. We also hope it helps legitimise drag artistry as a natural part of our world."

The work will be displayed in OOH across the UK so keep a look out!



Steve Hawthorne and 31 others

3 reposts

Like

Comment

Repost

Send

European Green Deal Barometer Fourth edition

May 2024

INSTITUTE FOR EUROPEAN ENVIRONMENTAL POLICY - EUROPEAN GREEN DEAL BAROMETER

The European Green Deal Barometer assesses the progress of the European Green Deal's policy since its launch in December 2019, aiming for climate neutrality in the EU by 2050. The fourth edition focuses on the post-2024 EU elections and thematic areas that should be prioritised, covering five case-study countries and monitoring the Green Deal's external impact.



Institute for
European
Environmental
Policy

Next 15's Sustainability Journey



2021

N15 starts their sustainability journey

N15's Head Office is based in Bermondsey

N15 commences laying the foundations to start reporting against the B Corp Framework across Governance, Clients, People, Environment and Community

Archetype, a N15 brand, establishes relationship with **The Fitzrovia Partnership**, committing to support the **London Business Climate Challenge**

Archetype and elvis have ambitions to achieve B Corp certification at a brand level

N15's goal is to put in place a framework that not only helps progress Group ambitions around ESG and Sustainability, but supports brands on their own journeys too



The power of community

N15 moves into 60 Great Portland Street

Archetype introduces N15 to **The Fitzrovia Partnership** and a bigger and stronger relationship is born

N15 participates in monthly **London Business Climate Challenge** community meetings to collaborate and support

N15 agrees contract with Bryt for renewable energy at 60GPS

N15 participates in **logen portal** training and starts uploading emissions data and measures to portal to track and support and allow LBCC to start collecting data from their community of businesses

N15 sets up their first global green team, Green 15

N15 starts to incorporate narrative into CSR / sustainability assessments related to their contribution to the **London Business Climate Challenge**

N15's Head of Sustainability joins panel of speakers to encourage and promote action in collaboration with **London Business Climate Challenge**

N15 implements Environmental Management System at 60 GPS and achieves ISO 14001 certification

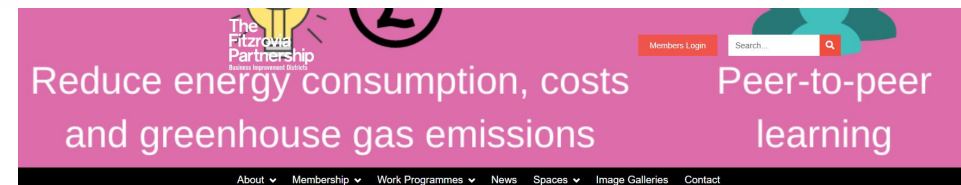
N15 publishes its first B Corp aligned ESG report and SECR disclosure in line with UK regulatory reporting requirements

elvis achieves B Corp certification

N15 starts disclosing through Ecovadis and CDP



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Home » News » Business Climate Challenge 2022

BUSINESS CLIMATE CHALLENGE 2022

The Fitzrovia Partnership is partnering with the Greater London Authority to deliver the 2022 Mayor's **Business Climate Challenge** (BCC). The BCC is a voluntary energy efficiency programme developed to support businesses in reducing their energy consumption, costs and carbon emissions. Participating businesses receive free customised technical advice to member organisations to help make their workplaces more energy efficient. This is a unique opportunity for The Fitzrovia Partnership members to start to future-proof their businesses against rising energy prices and help London become net zero by 2030.

2023

N15 accelerates in their commitments

N15 upgrades its Building Management System (BMS)

N15 introduces B Corp's director of growth to the [London Business Climate Challenge](#) community gathering at The Cartoon Museum, along with a representative from Archetype, part of N15's B Corp community, to share their story and help positively influence local businesses

N15 achieves a 10% reduction in energy usage at 60GPS, meeting the [Mayor's Business Climate Challenge](#) annual goal

N15 expands its ISO 14001 certified Environmental Management System across other office locations including New York

N15 completes its first full year of Green 15 initiatives and communications as part of its global green team activity

N15 launches sustainability section on website

NEXT15

Camden and Brent
**Business Climate
Challenge**
Saving energy and money for businesses



The Fitzrovia Partnership
Business Improvement District



Our position of influence.

At Next 15, we are acutely aware of the transformative change we can effect through our commitment to sustainability. By integrating responsible practices across our operations, it is our aim to drive positive change, create value for our people, clients and wider group of

Driving collaboration

N15 celebrates its support of the **London Business Climate Challenge** in its annual report

N15 commits to aligning it’s reporting with science-based methodology across Scope 1, 2 & 3

N15 accelerates sustainability collaboration across family of brands

N15’s Head of Sustainability is invited to join the **Fitzrovia Sustainability Forum** along with other changemakers across Fitzrovia and chaired by the Vice Chancellor of the University of Westminster, Peter Bonfield, to help drive the **Fitzrovia Sustainability Strategy**

N15 publishes its first Climate-related Financial Disclosures (CFD) report, in line with UK regulatory reporting requirements

Archetype achieves B Corp certification

Impact area – Community

Valuing and understanding the importance of engaging with our community

Community engagement

Next 15 continues to promote positive engagement with all our communities, mindful that many of our people and brands work with charities close to their hearts. Furthermore, we continue to provide donation match funding which ensures fairness and accessibility across the Group.

% of net revenue donated to charity during the last fiscal year:

0.02%

Volunteering

Both at a Group level and within many of our brands, we engaged over 121 people in volunteering sessions with both Food For All and Soup Kitchen London’s Walk in the Footsteps of the Homeless in FY24. We also collaborated with the NHS in London to help encourage people to sign up to become blood donors, through offering a ‘What’s Your Blood Type?’ service at our Head Office in London. Fifty-six people signed up to become blood donors.

Through our ongoing partnership and engagement with missions through onHand, with every three missions that someone completes, onHand plants a tree. Since joining in 2021, our Next 15 Head Office in London has made it possible for 187 trees to be planted in the ‘Next 15 forest’, equivalent to 7.33 CO₂e.

Since joining in 2021 (Head Office only)

Trees planted in the Next 15 forest:

187

CO₂e reduced (MT):

7.33

Community partnerships

Next 15 Group, at our Head Office in London, is proud to be participating in the Mayor of London’s Business Climate Challenge (‘BCC’), a voluntary energy efficiency programme developed to support London businesses in reducing their energy consumption, costs and carbon emissions. Being a part of this important initiative, given our location in Fitzrovia, London, has meant we have joined our surrounding community, through our Fitzrovia Partnership, in pledging to reduce our energy consumption at our London Head Office by 10% each year. Not only has this allowed us to receive free customised technical advice from expert consultants to help make our workplace even more energy efficient and future-proof our business against rising energy prices, it has also given us an opportunity to collaborate with and positively influence the businesses in the community in which we work.



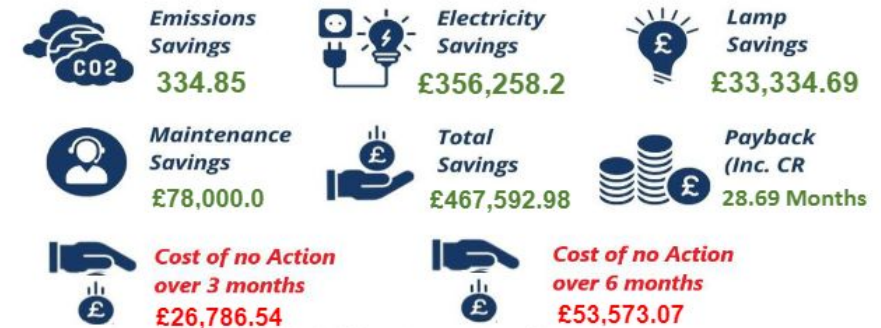
Benefits you can enjoy, and breathe!

“Upgrading our BMS has improved our energy efficiency by simply being able to adjust temperatures around the building based on occupancy and usage which has reduced unnecessary energy consumption. We can now shut down unused zones and optimise temperature settings. It’s an all round better and modern system that reduces both energy and maintenance costs.”

Maxine Lowden, Head of Operations, Next 15

5 year lighting & solutions - example of costs and payback

5 Year Savings & Payback



*Capital Investment Expenditure £225,500.00
Payback (not inc. CRC) (mths) 28.94
CRC Saving/year based on £12.00 /tonne CO2 £803.63

Before (Existing Costs)	After (Proposed Costs)
CO2 Emissions Tonnes 398.89	CO2 Emissions Tonnes 64.04
Electricity Cost £424,396.04	Electricity Cost £68,137.75
Replacement Lamp Costs £33,334.69	Replacement Lamp Costs £0.00
Maintenance Costs £78,000.00	Maintenance Costs £0.00
Total £535,730.73	Total £68,137.75

**Communicating
transparently,
building trust +
inspiring action**



Communicating transparently - internally and externally

ESG Collective

A global cross brand collaboration to ensure alignment in understanding on our N15 ESG Strategic Priorities, progress, timelines etc Also an opportunity for brands to share on the positive impact work and actions including environment.

ESG Committee

Part of our environmental governance at Next 15 which requires quarterly updates across our ESG Strategic Priorities including Environment and Community engagement

ESG Reporting

We currently report against the 5 B Corp pillars including Environment and Community

Carbon Reduction Plan

Crown Commercial Services (CCS) mandate, relevant to suppliers above a certain threshold, to publicly share their carbon reduction plan

Carbon Disclosure Project (CDP)

A global non profit that runs the world's leading environmental disclosure platform.

Ecovadis

A non financial holistic sustainability rating service which covers environment, labour and human rights, ethics and sustainable procurement.

Energy Savings Opportunity Scheme (ESOS)

A mandatory energy assessment scheme, introduced by the UK government, to ensure large enterprises in the UK are energy efficient in their operations. Under the scheme, large organisations are required to assess their energy usage every 4 years and to find new ways to save energy.

Climate Related Financial Disclosures (CFD)

A mandatory regulatory reporting which includes are current renewable energy transition target ambitions.

Streamlined Energy and Carbon Reporting (SECR)

A mandatory scheme that applies to large UK companies against specific criteria (revenue & headcount). Those within scope must collect information relating to their energy use and associated carbon emissions, then submit as part of their annual reporting to Companies House.

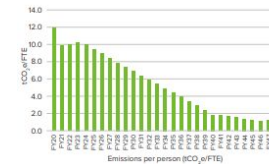
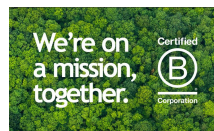







Building trust - through making commitments. Some quick wins...

- Set and share Renewable Energy Transition target plans for the business
- Implement Environmental Management System and committing to **ISO 14001** as part of that
- Roll out Sustainability Policies e.g Environment, and incorporating commitments in other policies e.g. WFH, Travel & Expenses
- Incorporate sustainability journey into narrative e.g. through use of B Corp framework and /or as part of strategic priorities
- Establish ESG/Sustainability team/Committee at mid/senior level
- Start a green team!



Building trust at N15 - through meaningful partnerships

- Working closely with our environmental consultants e.g. **Green Element** to help us prepare our new science-aligned pathway and targets
- Collaborating with our Sustainability Consultants at **Design Portfolio/Ever** on our annual ESG Report and aligning our website/sustainability narrative
- Supporting the **Mayor's Business Climate Challenge (BCC)** through our partnership with **The Fitzrovia Partnership**
- Leveraging our community partnerships to help drive awareness and engagement around environmentally focused initiatives or volunteering opportunities
- Leveraging purposeful training through experts such as **Purpose Disruptors** and **Vyra**

 onHand The
Fitzrovia
Partnership
Business Improvement District designportfolio Green
Element Purpose
Disruptors Vyra

Building trust - some potential challenges along the way!



Dealing with landlords/
building management with
budget/priority constraints



Internal cost / budget challenges
linked to business performance



Buildings tied into long term
energy contracts with no or
delayed break clause



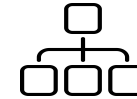
Staff churn / green
champions leaving business



Positive behaviour change
challenges e.g. disposing of
waste/recycling



Office closures / non
renewal of lease in energy
efficient building



Changes to business structure /
priorities



Change in priorities of business
due to external pressure e.g.
downturn in economy



Quality of data e.g. supplier
reporting, travel data



Supply chain / Scope 3



Engagement - maintaining
momentum



Time / resource challenges
e.g. other unexpected
priorities come into play

Inspiring action at N15 - through collaboration

ESG Collective - sharing, supporting and collaborating with brands through our ESG Collective with representation from across our brands, all leaning in to our ESG ambitions as a Group

Green 15 - encouraging positive behaviour change through our annual calendar of communications and initiatives focused on progressing environmental stewardship


Media emissions working group - collaborating with brands and the industry to establish best practice in measuring our media-related emissions, with the aim of ultimately reducing these emissions

Production emissions working group - collaborating with brands and the industry to establish best practice in measuring our production-related emissions, with the aim of ultimately reducing these emissions



Inspiring action at N15 - through engagement

2024

January	February	March	April	May	June
Sustainable Food January 17th: Sustainable Food Markets	Climate events calendar 2024 + sustainable ideas for Valentine's Day	23rd: Earth Hour pledge initiative in collaboration with onHand	1st: Fossil Fools Day awareness communication	Green 15 Photography Competition in support of Mental Health Awareness Month	World Oceans Day 8th June and London Climate Action Week promotion/engageme nt communication
July	August	September	October	November	December
Emily Penn Speaker event In support of Plastic Free July	<i>Summer break</i> 	Sustainable Fashion September Including Swap Shops London, NY & SF and speaker/Q&A event in NY/roundup newsletter comms	UN Biodiversity Conference awareness communication	N15 Food Bank donation GPS / Food/Clothing/charity donation NY / Food Bank donation SF	N15 Food Bank donation GPS / Food/Clothing/charity donation NY / Food Bank donation SF

Some examples of our achievements...



Green 15, Next 15's global green team, is two years old this month. We feel very proud of what we've collectively achieved. Since launching in September 2022, we've run a continual series of monthly events and communications across the Group globally, to encourage as much engagement and positive behaviour change as we can.

As part of that we're delighted to share a roundup of all we did during our **Sustainable Fashion September** initiative which involved our much loved Swap Shops, this year not only held in our London and New York offices, but in our San Francisco office too, with nearly 400 items donated! Furthermore our Green 15 Sustainable Fashion Guide has been shared below once again, reflective of just some of the amazing sustainably focused clothing brands and initiatives our people are engaging with.

And finally, our Return To Vendor (RTV) in-person speaker event in New York, organised by MBooth, took place last week, where the RTV co-founder shared the amazing circularity of RTV's work in partnership with the world of fashion - creating 100% recyclable clothing out of 100% recycled material. Joyous!

And why we wanted to play our part?

Sustainability in fashion encompasses a wide range of factors, including cutting CO2 emissions (which is something we have also actively committed to doing at Next 15 following our commitment to the SBTi in January this year), it's also about addressing overproduction, reducing pollution and waste, supporting biodiversity and ensuring that garment workers are paid a fair wage and have safe working conditions.

The focus on the need for a more sustainably focused fashion industry has been steadily accelerating over the last 30 years, and understandably:

alongside the intensely negative environmental impacts, labour exploitation, including poor working conditions, low wages and child labour, is prevalent in many garment-producing countries; and the industry has also been criticised for its lack of diversity and promotion of unrealistic beauty standards, which can have negative impacts on mental health and body image, super-charged by social media, as we all know.

- Fashion production comprises 10% of total global carbon emissions
- 85% of all textiles go to dumps each year, more often than not in developing countries
- Washing clothes releases 500,000 tons of microfibres into the ocean each year (equivalent of 50 billion plastic bottles!)
- Emissions from textile manufacturing alone are projected to skyrocket by 60% by 2030

And so, we called on everyone to engage this year, to grab this opportunity to learn more, to lean in, and to be more mindful. Even if unable to access our Swap Shop locations, to thoroughly digest and consider all we focused our efforts on bringing to the fore, pause for a moment and consider not only what we can do this month, but for the long term, and move forward as better informed, more conscious citizens.

Thank you for your continued
Rachel Boland, Head of Sustainability



Check out our Sustainable Fashion Guide with insights on

[Clothing Resale Platforms, Clothing Rental Sites, Sustainable Brands, Reading & Articles](#)



Embracing Sustainable Fashion: The Power of Second-Hand

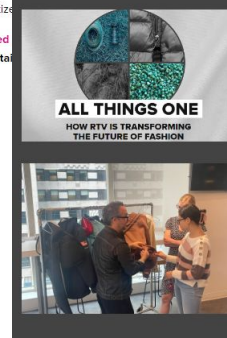
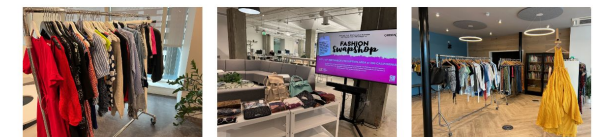
by Lucy Buchanan [READ HERE](#)



Sustainable Initiatives in the Workplace: Tips & Tricks for Organising a Successful SwapShop Event

by Lucia Safie [READ HERE](#)

Our Sustainable Fashion September Swap Shops 2024 - New York, San Francisco & London.



The Future of Circular Fashion Has Arrived

by Christian Chamberlin, SVP Social Impact, MBooth

Imagine a future where waste is raw material. Though this prompt may not be new, it remains an inspiring provocation. And for the founders and team at Return To Vendor (RTV), it offers a powerful value proposition.

Against the backdrop of sustainable fashion month at Next 15 and Climate Week in New York City, RTV's CEO William Calvert stopped by our NYC HQ to provide an eye-opening glimpse into how they are transforming wasted nylon clogging our oceans into the world's most durable textile - a fully recycled, infinitely recyclable nylon that allows fashion brands to move towards a truly circular supply chain.

After years in R&D and prototypes with partners like NASA, RTV (an M Booth client) is now scaling operations and poised to launch their first consumer facing campaign later this year.

Learn more at www.RTV.Earth

GREEN15 PHOTOGRAPHY COMPETITION

IN SUPPORT OF MENTAL HEALTH AWARENESS MONTH

WHAT'S IT ABOUT?

- Nurturing our physical and mental wellbeing
- Being aware of our environment
- Connecting with nature
- Inspiring through sharing

1st, 2nd & 3rd place vouchers up for grabs worth up to £75!

THE ASK
To find any and every opportunity to get out into and engage with nature. Capture the little things that you might otherwise miss, or the beautiful things that are just too good to be true, and share with us your most inspirational nature moment.

HOW TO ENTER THE COMPETITION
Send ONE image captured between **Wednesday 1st - Friday 31st May 2024** to green15@next15.com.

UN BIODIVERSITY CONFERENCE 2024

21st October - 1st November
Cali, Colombia

The 16th meeting of the Conference of the Parties (COP16) to the Convention on Biological Diversity, which was first signed in 1992.* COP16 focuses on biodiversity, whereas COP29 (generally the more well-known one) is about climate change.

Biodiversity is about the different kinds of life on Earth, while climate change is about changes in the Earth's climate system. But both are interconnected, as changes in climate can affect biodiversity, and healthy ecosystems can help mitigate climate change.

The theme for this year is "Peace with Nature", emphasising the interconnectedness of human societies and natural ecosystems. This includes:

- Indigenous peoples' roles
- Biodiversity finance, with targets to reduce harmful incentives and mobilise \$200bn/year for biodiversity
- Sharing benefits from digital sequence information on genetic resources

WHAT CAN WE DO?

TUNE IN

UN Web TV:
Live streaming of the conference sessions

OECD Virtual Pavilion:
Webinars and discussions on biodiversity finance and policy.

Ecotool webinars & workshops

NATURE-ORIENTED ACTION AND INVESTMENT

Ideas for investing in biodiversity and the environment in FY25

Join **Ecotool's** collective action campaign

Upskill your people with **Vyra's** 'Biodiversity for Business' training

Reach out to **Wonderroom** to help bring nature to life in your brand

*Not to be confused with COP29 in Azerbaijan from 11th to 22nd November!

Earth Hour 2024

For our planet

GREEN15 On Hand

Make your pledge

What is Earth Hour?

Earth Hour is your time to switch off from distractions and focus on our world. On Saturday 23 March at 8:30pm, millions of people across the globe will unite to show that they care about the future of our planet by switching off for one hour. In the UK and around the world, nature - our life support system - is in crisis. We all need nature and nature needs us to stand up for it every day. It's easy to feel overwhelmed by the scale of the challenge, to restore our natural world and prevent catastrophic climate change. Our leaders have promised us a better future - for nature, wildlife, and all of us. We have the solutions, and now it's time for action. By 2030, our natural world could be recovering all around us. Together we can make small, positive changes to bring our world back to life.

We all have a part to play, and **Earth Hour** is a great place to start or indeed move to the next stage in our journey.

Making a Pledge

To mark Earth Hour this year, Green 15 are not only meeting our lovely Green 15 Earth Hour platform, but we're also collaborating with **earthed**, the UK's corporate volunteering and sustainability action partner, to raise awareness and drive engagement around this important date. It's an exciting opportunity with this campaign to help our community to continue to grow and **earthed** is available to our community from 23rd March.

What's your superpower? with Emily Penn

Thank you

Tips for engaging your audience



How to be effective in engagement

Be open, honest and transparent

Honesty builds trust and shows your dedication to continuous improvement
Sharing both your wins *and* challenges demonstrates authenticity

Be clear in communication

Use data, share stories and case studies to back up
Be succinct (assume everyone is time poor!) and link out (so people have option of further reading)

Leverage communication channels

Share achievements via social media e.g. Company LinkedIn page
Incorporate into narrative in newsletters, blogs, Sustainability Report
Consider sustainability section on website
Consider intranet to help with internal engagement

Create opportunity for others to share/get involved

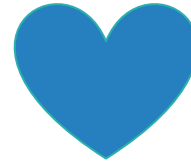
Carry out surveys to gather feedback, understand level of understanding/engagement/awareness/interest
Accelerate action through sharing and collaboration

Educate

Develop sustainability training plan
Implement sustainability policies, and sustainability *within* existing policies
Organise green team activities/communication/initiatives e.g. external speaker events

Collaborate with wider community

Partner with industry peers, businesses, individuals to share/influence/amplify your message
Engage with industry initiatives e.g. Ad Net Zero
Set up/join working group and collectives



Thank you all for your time. And thank you LBCC for your support!



The Mayor's Business Climate Challenge (BCC) is an energy efficiency programme that has supported businesses to reduce their energy consumption and accelerate building decarbonisation efforts in London.

Emissions from heating and powering London's commercial and industrial buildings currently make up 33 per cent of the capital's carbon footprint. Decarbonising the city's building stock is pivotal to reaching the Mayor's net zero target by 2030, to ensure a [green and clean recovery](#) from the pandemic and to support green jobs.

The programme provided free support to help make buildings more energy efficient, reduce energy costs and support businesses on their pathway to zero carbon. The BCC was developed with pro bono support from [Bloomberg Associates](#), and built on learnings from other global cities.

Q&A



Thank you!

Please complete our training feedback form

View previous trainings in the Business Sustainability Series on the Camden Climate Alliance website:

<https://www.camdenclimatealliance.org.uk/get-involved/camden-brent-business-climate-challenge/business-sustainability-series/>

Stay up to date on future training opportunities through the CCA mailing list:

<https://www.camdenclimatealliance.org.uk/e-bulletin-form/>