



ACTING ON CLIMATE CHANGE

Employee engagement  
toolkit 2010

Supported by



The Law Society





# switch them

## on ■ Engaging employees ■ in the environment

**Running a more environmentally friendly office promises tangible business benefits for all law firms, large or small, national, regional or international. These include reduced costs, a healthier, more efficient office environment, better staff recruitment and retention, and building relationships with clients and suppliers.**

Few firms will achieve these goals without first engaging their employees in both the issue of environmental sustainability and then providing the tools to help them achieve your goals. Employees are the engine room of ideas, the source of innovation and the energy that helps to drive through change and get things done.

Law firms that really want to make a difference in efforts to reduce the impact of climate change should draw on the enthusiasm of their people and use their influence to promote positive environmental behaviours both at work and at home. In return they will be viewed as progressive employers, not only engaged with one of the key issues of the day, but also actively supporting their people as they make positive environmental changes both at home and in the workplace.

# About this guide

This guide has been prepared by Legal Sector Alliance member firms to support all law firms who want to engage with their employees on environmental sustainability. It has been designed to help firms engage with their employees regardless of how advanced they are on the sustainability journey.

## Format

The guide is built around the concept of a notional communications campaign led by a group of environmental champions within your firm. Each step of the campaign journey comprises a number of elements:

- **Ideas store:** The ideas store is just that. A collection of different ideas that you can take and adapt to your own office environment.
- **Tools:** The tools section provides practical signposting to easy to use online tools that will help with your environmental campaign.
- **Resources:** Resources is a collection of external organisations you can contact for more support and advice, other campaigns that can provide a focus for your own efforts, together with inspiration from the wider corporate sector.
- **Examples:** Brief insights into the experience of other law firms that have trialled elements of an environmental communications campaign. As additional firms submit examples of best practice we will incorporate these into the guide

Tell us what you think and help us develop this guide

We don't claim to have all the answers. This is an evolving guide and we want to adapt and improve it based on your experience. Contact us with your ideas and tell us what has worked for you.

[projectmanager@legalsectoralliance.com](mailto:projectmanager@legalsectoralliance.com)

This guide distills the personal experience of the contributing law firms and does not represent the views of all LSA members. It is intended to inform firms' existing approach to employee engagement, not by redesigning the engagement process, but by raising issues to consider along the way.

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# why engage employees?

There are many ways to engage employees and raise awareness of environmental best practice. All of these enable employees to remain updated on environmental initiatives, policies and procedures; and ensure that they are mobilised to participate and reduce a firm's environmental impact.

## Make it relevant and keep it consistent

It is important that firms consider creating a structured environmental communications plan for getting the environmental message across to staff. An ad-hoc or unstructured approach to engagement may result in the message being lost amid other priorities.

Detailing how and when messages will be communicated can help to identify gaps, ensure that activities are consistent (ie, communicated consistently and scheduled throughout the year) and help to focus attention.

## Find the time and space

It can be tough to find space in the working day to get the message across to your people. But there are tools you might use to break through and alert people to the impact of climate change and other environmental issues.

Start small and mobilise a few of your colleagues. Engage them in the most creative and inspiring way possible, because this will be critical to securing their long term commitment.

It would be unrealistic to expect all of our employees to engage, but a number will come on board as part of this process and take the first steps toward adopting more environmentally friendly behaviour.

## Ideas store:

- **Screen documentaries**
- **Stage exhibitions** (eg, 'this is how much paper we use in a week')
- **Host high profile expert speakers** to challenge and provoke
- **Have a 'TED' Party:** TED stands for 'technology, entertainment, design'. TED's annual conference features talks by some of the world's most inspiring speakers, including artists, scientists, engineers and innovators of all kinds. Most of the talks can be accessed online. [www.ted.com](http://www.ted.com)
- **Set up a 'GreenTV' Club:** green.tv is the broadband TV channel for environmental films. green.tv is the first website to bring together films from a whole range of environmental organisations and independent filmmakers. [www.green.tv](http://www.green.tv)

Remember, when displaying any form of media you should consider what licenses are required to avoid breaching copyright or performing rights legislation.



## Tools:

### Documentary screenings:

***An Inconvenient Truth* (2006)** – documentary following former US vice president Al Gore as he travels the world with his now famous powerpoint presentation on climate change.

***The End of the Line* (2009)** - The world's first major documentary about the devastating effect of overfishing.

***The Age of Stupid* (2009)** – Set in the future an archivist looks at old footage from the year 2008 to understand why humankind failed to address climate change.

***The Vanishing of the Bees* (2009)** – This film looks at the economic and political implications of the worldwide disappearance of the honeybee.

### Interactive displays:

**UK Climate Predictions:** Allows you to assess the impact of climate change in particular locations around the UK.  
<http://ukclimateprojections.defra.gov.uk>

**UK Environment Agency:** Allows you to assess the likelihood of flooding in your area. [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

The website of the **Catlin Arctic Survey** led by polar explorer Pen Hadow features images, audio and video showing the direct effects of climate change that are happening now. [www.catlinarcticsurvey.com](http://www.catlinarcticsurvey.com)

The BBC **Green Room**.  
[http://news.bbc.co.uk/1/hi/in\\_depth/sci\\_tech/green\\_room/default.stm](http://news.bbc.co.uk/1/hi/in_depth/sci_tech/green_room/default.stm)

The *Guardian* **Environment** section. [www.guardian.co.uk/environment](http://www.guardian.co.uk/environment)

**NASA Climate Change website:** <http://climate.nasa.gov>

**Trillionthtonne.org** from the **Oxford e-research centre** allows you to track carbon emissions in real time. <http://trillionthtonne.org>

### Speakers:

The **London Speakers Bureau** provides motivational speakers, business speakers, and political speakers for conferences and events.  
[www.londonspeakerbureau.co.uk](http://www.londonspeakerbureau.co.uk)

The **Legal Sector Alliance** may also be able to offer advice on possible speakers, either from amongst the LSA itself or within its wider network.  
[www.legalsectoralliance.com](http://www.legalsectoralliance.com)

# 2

# getting ideas & building environment

## Survey your employees and get their ideas

Encourage employees to contribute constructive ideas for reducing the environmental impact of your firm through suggestion schemes or surveys. This will provide a way to capture employees' ideas on areas that are often not within their control (ie, to comment on building facilities and existing practices). Such schemes will reflect the firm's commitment to improve environmental performance and recognise the contribution that employees make to the organisation.

## Establish an employee environmental network

A green champions group or network enables interested and motivated individuals to become involved in a firm's environmental objectives. Rather than driving change from the top of the firm, this allows a wider range of people to be involved in generating environmental ideas and solutions.

Volunteering to be a green champion should be a personal choice and the best way to get started is to advertise for interested individuals in firm-wide newsletters, emails and posters.

The first meeting should determine the terms of reference for the group, establish its purpose and what members would prefer it to be called. The first meeting should also establish the number of times per year the groups wishes to meet and also how much involvement they would like in between meetings.

At subsequent meetings, updates on what the firm is doing on the environment need to be provided, along with updates from champions on what initiatives they have commenced in their work areas and how they have helped to increase awareness of the firm's environmental objectives and targets.

Ideas from the champions group should be recorded and progress should be plotted. This information will prove vital at a later date to review how much the firm has achieved and help you to celebrate success.

Important things to remember when establishing your network:

- **Inclusive and representative:** Ensure there is an even mix of champions; a cross-section from all levels within the firm, fee earners and non-fee earners, is essential.
- **Empowered to perform:** Operational staff must support the green champions as well as use them as a link to the rest of the firm. It is important to ensure that the green champions 'own' the projects, ideas and initiatives

## Educate and inform

Once you engaged at least some of your people in the issue, spend time building awareness and understanding. It is important to create informed advocates, people who can be both passionate and compelling on both the problem of climate change and what we can all practically do to reduce our impact.

It is vital that your green champions group spend some time learning about some of the detail behind how companies and firms are choosing to tackle this issue. There is no point being an expert on the problem if you cannot provide a solution in a business context.

You will need to break down the topic into meaningful chunks. Consider forming sub-groups of your main green champions group and task them to look at particular issues (eg, waste and recycling, water, energy, food, travel). Each group could be tasked with researching their particular area and feeding back to the main group, both educating the main group on the issue, but also outlining the options for making improvements.

A range of organisations now exist to help businesses to reduce their environmental impact. Many provide resources for free and may even be happy to come and talk either to your green champions group or a wider group of staff.

# usiasm

## Ideas store:

**Surveys:** Use a suggestion box in a public place or an online survey tool.

**Generic environment email addresses:** Create a generic email address so that staff can provide feedback and make suggestions even if they do not have the contact details of the person responsible for environment.

**Weblogs and Wikis:** Provide an online tool through which staff may access, view or comment on a firm's environmental practices. Weblogs and wikis are types of website, usually maintained by an individual or group of individuals with regular commentary, descriptions of events, or other material such as graphics or video. The facility for readers to leave comments in an interactive format is an important part of many blogs and will help employees feel they are participating.

## Tools:

The following are a selection of online tools, either free or cheap to use, that might help you to start engaging with your employees.

**SurveyMonkey:** Online survey tool. [www.surveymonkey.com](http://www.surveymonkey.com)

**WordPress:** Weblog creation tool. <http://wordpress.org>

**WikiSpaces:** Online wiki creation tool. [www.wikispaces.com](http://www.wikispaces.com)

## Resources:

**Carbon Trust:** The Carbon Trust's mission is to accelerate the move to a low carbon economy, by working with organisations to reduce carbon emissions now and develop commercial low carbon technologies for the future. The website includes some excellent and easy to understand material on energy consumption, carbon emissions and reduction techniques. [www.carbontrust.co.uk](http://www.carbontrust.co.uk)

**Envirowise and WRAP:** UK Government services offering free, independent support to business helping them to become more resource efficient and save money. Provides a series of useful publications, video case studies and online and telephone support. <http://envirowise.wrap.org.uk/>

**ActOnCO2:** UK Government website primarily designed to engage with members of the public on the issue of climate change. Some good video material and useful facts and figures section, but not many case studies from business as yet. <http://actonco2.direct.gov.uk/home.html>

**The Ecologist:** UK based news and analysis website on environmental issues, particularly useful for how changes in our food and other lifestyle choices can make a big difference. [www.theecologist.org](http://www.theecologist.org)

**Grist:** US based news and analysis website on environmental issues delivered with a wry sense of humour. [www.grist.org](http://www.grist.org)

**Guardian Environment Network:** A very useful repository of links to environment news and opinion websites from around the world. [www.guardian.co.uk/environment/series/guardian-environment-network](http://www.guardian.co.uk/environment/series/guardian-environment-network)

# 3

training,  
resources &

# choices

Your green champions group are now becoming informed advocates. They are passionate about the issue, but recognise the need to be practical and pragmatic in a business context. They are realistic that change may not come immediately.

Your group have begun to develop an argument that fuses a technical understanding of the issue with an understanding of the business benefits of reducing waste and increasing energy efficiency and recycling.

It's now time to start engaging wider group of people.

## Training and induction

Training may be used from a compliance perspective (ie, to ensure staff with specific environmental responsibilities have the necessary skills and knowledge to perform their roles) and also to influence staff groups to change behaviours (ie, to motivate staff to reduce their environmental impacts).

Training helps to ensure that staff are aware of their environmental responsibilities from the moment they join the firm (eg, staff induction), can be used to ensuring that specific people are aware of their obligations or role requirements (eg, waste transfer or awareness, environmental audits) and may also be used to promote new legal obligations (eg, Carbon Reduction Commitment).

Specific training can also be arranged to influence staff or address identified gaps in environmental performance. Such training may be used to affect change (eg, altering environmental behaviours) or motivate specific groups (eg, green champions, office managers).

## Providing resources and choices

Engaging with both your green champions and the wider firm will require you to maximise the use of a range of communications tools. These might include promotional events, posters, email, intranet and websites, video display and Powerpoint, blogs, wikis and social networking tools.

Think carefully about your communications. Keep messages simple and focus on the basic actions individuals can take to reduce their environmental impact.

Remember also not to do everything at once or to put all your eggs in one basket. Consider mapping out key points in your communications campaign and which tools you are going to use to support those messages.

Your campaign may also need to be phased and take one topic at a time (eg, energy, waste, travel). Each topic may require a different mix of communications tools.

You will also need to think how you make your campaign realistic for people. Your audience will need to think about what impact they are making at an individual level.

Finally, remember you are not alone. You can tap into a range of external events and campaigns being run by other organisations. Often they can provide the promotional literature and the expertise for free or for a small fee.

## Ideas store:

**Employee induction:** Include useful environmental information within the induction process (eg, policy and procedures, recycling regimes, top tips to reduce carbon footprints, where to find more information).

**Waste awareness:** Ensure that staff with specific responsibilities for waste management and disposal have the required knowledge so that the firm's legal obligations are met. Waste awareness training should cover waste streams and management systems; duty of care; waste transfer and consignment notes; and records management.

**Sustainable food and wine evening:** If you have a relationship with a catering contractor this may be an opportunity for them to demonstrate their sustainability credentials or feature new suppliers.

**Energy reduction events:** Studies suggest that if people see the positive impact of a more sustainable lifestyle out of work (eg, reduced energy bills) they are far more likely to duplicate that interest or behaviour in work. Run a promotional event featuring energy saving tips and products that people can use to make their homes be more energy efficient.

**Paper reduction campaign:** Run a campaign to highlight what people can do to reduce their paper consumption (eg, double sided or 2 pages to a side, think before you print etc). Start the campaign with a display featuring current paper consumption in a week/month/year and set the firm a challenge to reduce it by a percentage over a given period. You could translate that saving into numbers of trees and offer a donation to a conservation charity if the firm succeeds.

**'Take Two' Cycling promotion campaign:** You could promote or sponsor a bicycling competition or you could run an event designed to ensure people are aware of safety issues and can be more confident when cycling to work.

**Energy awareness promotion:** Run a campaign designed to reduce energy consumption. If you have the technical capability you could run real time energy consumption barometers so employees could see how well they are doing.

**Pedometer challenge:** Run a competition designed to get people walking to work, or walking to meetings, or simply taking the stairs instead of the lift. Employees sign up to the campaign, are given a free pedometer and asked to register their daily steps.

**Promoting ethical consumption:** Our consumer choices are critical to promoting a more sustainable approach to the world's resources. You could run an ethical consumption event promoting a whole range of Fairtrade, organic, or low carbon products.

## Tools:

**The Carbon Account:** The Carbon Account is just one of a number of carbon calculators that lets you measure and reduce your carbon footprint and share tips with friends. Your footprint is presented in a neat visual format and you can use the site to collect and manage aggregate data about a number of users carbon footprints.  
[www.thecarbonaccount.com](http://www.thecarbonaccount.com)

**Eventbrite:** Software that helps businesses and organizations of all sizes manage and promote events. [www.eventbrite.com](http://www.eventbrite.com)

**WordPress:** Create professional looking blogs using this web publishing platform. <http://wordpress.org>

## Resources:

**CIBSE 100 Hours of Carbon Clean up:** Run by the Chartered Institute of Building Services Engineers, this annual campaign aims to involve organisations throughout the UK in working together to cut carbon emissions in their buildings. Lots of useful materials available in the free action pack. [www.100hours.co.uk](http://www.100hours.co.uk)

**Britain Unplugged:** Run by the Energy Saving Trust, Britain Unplugged is a new online community acting to make Britain a bit greener. It's made up of people who care about climate change and are taking simple steps to do something about it. Lots of video content to give you ideas.  
[www.britainunplugged.org.uk](http://www.britainunplugged.org.uk)

**Earth Day:** One of the longest running environmental campaigns, Earth Day has taken place annually since 1970. Events now take place around the world either on or near Earth Day, which is April 22. A range of useful resources, information packs and event ideas are available on the site.  
[www.earthday.org](http://www.earthday.org)

**World Environment Day:** World Environment Day, commemorated each year on 5 June, is one of the vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. [www.unep.org/wed](http://www.unep.org/wed)

**Love London Green Festival:** For those based in the capital, the Love London Green Festival is believed to be the largest annual green festival in the world. For two weeks in June, over a hundred green events take place across the capital, bringing communities together to share ideas and celebrate innovation. These events provide fun days out and engage Londoners in building a sustainable future for the city.  
<http://lovelondon.london21.org/page/64>

**10:10:** 10:10 is an ambitious project to unite every sector of British society behind one simple idea: that by working together we can achieve a 10% cut in the UK's carbon emissions in 2010. Amongst other things, the site includes a useful 'persuasion pack' to help you get your boss on board and specific information to support the SME sector. [www.1010uk.org](http://www.1010uk.org)

# providing & ongoing support & help

## Battling 'green fatigue'

Your green champions group is running well and you've kicked off a few internal campaigns. Now the hard work begins.

Results may not happen as quickly as you would like, or you may experience knock backs or negative feedback from those who don't agree with your approach. In addition, the whole issue of environmental sustainability is challenging and 'green fatigue' may set in.

You need to be realistic about how much you can achieve and plan your campaign so that the wider group of employees do not feel constantly bombarded with green messages. This may cause more harm than good.

You need to also consider how you maintain morale in your green champions group and keep them motivated in what they are ultimately trying to achieve.

These are the times when you move away from the mechanics of how to help your firm be more environmentally friendly, regroup and focus on the bigger picture again.

## Build an online presence

Using intranets and websites to communicate provides a fast, cheap and inclusive way to communicate with a wide audience. Intranet pages may be used to provide staff with essential environmental information (eg, policies and procedures, fact or tip sheets etc.) and also to raise awareness of environmental initiatives (eg, campaigns, certifications etc.).

Websites may be used to provide external parties with information in relation to a firm's environmental strategy and performance (eg, environmental policy, objective and targets, relevant certifications etc.) and also to promote an organisation's environmental credentials.

If you really want to succeed in promoting your environment credentials, it is very important that environmental information is easy to find and not hidden away under unrelated headings or searches.

## What should be on your intranet?

**Policies and procedures:** ensures that all parties have access to relevant policies and procedures and provides the facility to update as required from a central portal.

**Fact and tip sheets:** provide quick reference guides to promote environmental behaviour (eg, top tips to reduce your carbon footprint, how to recycle from your desk, reducing waste etc.).

**Articles/updates:** increasing staff awareness via regular articles and updates on the intranet.

**Objectives and targets:** publishing environmental objectives and targets ensures that internal and external stakeholders are aware of what the firm is trying to achieve, know where such information can be found and how to contribute themselves.

**Pledge walls:** make targeted use of the intranet to enable staff to make pledges to environmental initiatives. Pledges may coincide with campaigns and be used to get staff to commit to environmental actions (ie, reducing waste by eating in the staff restaurant, bringing mugs to work rather than using disposables etc.) and are best used as part of a campaign

## Ideas store:

Secure an **external speaker** who can come in and talk to your green champions group and offer some direct experience of sustainability in action and provide some motivation to the group.

Take your green champions group out **on a tour** of a local nature reserve or site of special scientific interest. This could be an opportunity to involve families.

Find a **community project** that your green champions group can support. For example, the group could work with a local school or community group on developing a garden or green roof.

## Tools:

**Eventbrite:** Software that helps businesses and organizations of all sizes manage and promote events. [www.eventbrite.com](http://www.eventbrite.com)

**WordPress:** Create professional looking blogs using this web publishing platform. <http://wordpress.org>

**Big Picture TV:** Big Picture TV streams video clips of leading experts, thinkers and activists in environmental and social sustainability. The site offers a general audience analysis and commentary from a growing number of world leaders including scientists, journalists, economists, businessmen, designers and politicians. [www.bigpicture.tv](http://www.bigpicture.tv)

**Have a 'TED' Party:** TED stands for 'technology, entertainment, design'. TED's annual conference features talks by some of the world's most inspiring speakers, including artists, scientists, engineers and innovators of all kinds. Most of the talks can be accessed online. [www.ted.com](http://www.ted.com)

## Resources:

The following are just a few examples of community organisations you can partner with to help inspire your people to engage with environmental issues.

**BTCV:** International volunteering organization supporting conservation initiatives in the United Kingdom and elsewhere. Includes training and projects. [www.btcv.org](http://www.btcv.org)

**Thames21:** Thames21 is an environmental charity working with communities to bring London's waterways to life. Thames21 mobilise thousands of volunteers every year to clean up waterside grot-spots, remove graffiti and create new habitats for wildlife. [www.thames21.org.uk](http://www.thames21.org.uk)

**Groundwork:** Groundwork is a UK charity that engages with a wide range of people to change their local environment. Local Groundwork trusts exist in most areas of the UK and can provide volunteering opportunities for members of the public as well as guidance and advice on reducing the environmental impact of your home or office. [www.groundwork.org.uk](http://www.groundwork.org.uk)

**The Woodland Trust:** The Woodland Trust is the UK's leading woodland conservation charity. The Trust provide a number of ways that staff and members of the public can engage with environmental issues. [www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk)

## Examples:

**Online votes:** Each year, this firm offsets its carbon emissions and staff are able to choose one of the projects that the money goes to via an online vote. Of the 5,500 partners and staff, over 2,600 took part in the latest vote. The firm also uses the system to vote on other issues, such as the choice of charity to receive the proceeds of fundraising from environmental events.

**Carbon offset scheme:** With the objective of improving awareness amongst staff of air travel as a source of emissions, one firm developed an in-house carbon offset scheme for air travel. The scheme collects voluntary contributions from lawyers on the basis of fixed levies (ie, for short and medium-haul flights, and a higher levy for long-haul flights). Contributions are channelled through the firm's charitable trust, which will then make donations to local environmental projects. The scheme is intended to offer staff an alternative to the voluntary offsets offered by airlines.

# 5

# celebrate succ

Your green champions group are now functioning well, wrestling with the challenges of reducing waste and energy consumption in office based environments, but enjoying the process of helping their businesses to change for the better.

The wider firm are responding well. Recycling has increased. Lights are being switched off and people are starting to get the green message.

## So what now?

Celebrate success. Small improvements can inspire people to consider just how much more can be achieved. If recycling has increased by 5% or energy consumption decreased by 10%, make sure you let people know.

Remember, make it meaningful.

Government backed organisations like Envirowise can provide useful statistics to back up your claims in a non-technical way. People may not be able to visualise what a Kilowatt Hour looks like, but they will understand what that means in financial terms.

## Ideas store:

Use your green champions to **cascade emails** about campaigns the firm is running and to promote new initiatives eg, removing plastic cups from vending areas, removing desk bins, turning off computers and monitors at the end of the day, using the correct recycling bins.

If you have been able to zone or sufficiently localise data on energy consumption and waste, then maybe **secure a prize** for the team or department that has done the most.

If there is an opportunity to **enter an award** for your efforts, what have you got to lose? We have featured some London-based and UK national awards in the resources section, but there may well be other local or regional awards run by borough councils.

If there is **one individual** who has done the most amongst your green champions group, make sure they are recognised. Draft a story for the intranet or ask their supervisor to thank them publicly in a team meeting.

Your green champions may want to **develop a Green Your Team pack** which includes their terms of reference, action and ideas matrix, their successes, reminder emails they send out to their groups and any internal audit checklists they complete. This will allow the group to be replicated by other offices.

## Resources:

The following are examples of the many awards programmes you can now enter to showcase your success in reducing the environmental impact of your firm.

**Sustainable City Awards:** The Sustainable City Awards recognise and reward UK organisations, from multinational businesses to small charities, and promote outstanding achievements and innovation across all aspects of sustainability. [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)

**Clean City Awards:** The Clean City Awards Scheme is an initiative by the City of London Corporation designed to develop a partnership with City businesses, both large and small, to achieve a clean environment through good waste management. [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)

**Law Society Excellence Awards:** The awards are presented to teams and individuals in celebration of the many successes and outstanding achievements of the legal profession during the year. The Legal Sector Alliance Award for Excellence in Environmental Responsibility rewards best practice and innovation through a proactive environmental strategy. <http://services.lawsociety.org.uk/events/awards/excellence>

**Business in the Community (BITC) Awards for Excellence:** The Awards for Excellence are independent and peer assessed corporate responsibility awards. Run in association with the Financial Times, the awards recognise and celebrate those companies who have shown innovation, creativity and a sustained commitment to corporate responsibility. Two awards are featured in the environment section. [www.bitc.org.uk](http://www.bitc.org.uk)

**Sunday Times Best Green Companies:** An annual competition to find companies that are striving to improve their environmental performance. Successful companies are featured in an annual publication. [www.timesonline.co.uk](http://www.timesonline.co.uk)



**Managing Partners Forum Awards:** The MPF European Practice Management Awards is the only competition to focus on the contribution of different disciplines to managing a professional firm. The Sustainability Reporting Award is given to the sustainability team that has made communicating to relevant audiences over the firm's contribution to the environment and the community into an integral part of the way that the firm does business. [www.mpfglobal.com](http://www.mpfglobal.com)

**The Green Awards:** Launched in 2006, the Green Awards were set up to recognise and reward creative work that communicates the importance of corporate responsibility, sustainable development and ethical best practice in any sector and across any marketing discipline. [www.greenawards.co.uk](http://www.greenawards.co.uk)

**The Environment and Energy Awards:** Organised by the publishers of Sustainable Business magazine, the awards aim to recognise excellence and innovation in sustainable business practices. [www.sustainabilitylive.com](http://www.sustainabilitylive.com)

### Examples:

**Teleconference:** At a large city law firm, office managers, green team members and environmental co-ordinators teleconference every month to discuss how things are going and offer support and encouragement to each other. Engaging key staff in this manner is especially useful when it comes to data gathering for carbon reporting.

# 6

# reinforce the message

## What to do next

You've picked off the low hanging fruit. You've secured a group of fully engaged green champions to help you drive forward your message. Your managing partner is pleased that you've also managed to secure some cost savings. And your fellow employees no longer hate you for taking their desk side bins away.

Reasons to be cheerful, yes, but this is no time to rest on your laurels.

You need to pull together all of that good work – the cost savings, feedback from employees, visuals of events in action, unexpected outcomes – and use it to inform the strategy for your ongoing sustainability plan.

Everything you have learned during your communications campaign and related events will help you to focus on those areas where future efficiencies can be gained.

Maybe identify one area (eg, paper consumption) and commit to really tackling it, not only at the end consumer level, but look at it systemically. Ok, we've reduced paper consumption by 30%, how do we create a system which allows us to run our office at the same time as barely printing at all? A hard nut to crack certainly, but the environment is too important to aim low.

## Ideas store:

**Interview individuals** or groups of employees about their view of the various sustainability activities and ask to show an edited version at a partners meeting.

**Research** the activities of the wider market, adapt ideas and use them as an example of how big business is increasingly taking the issue of sustainability seriously.

**Carry out a survey** to determine the level of success and report the success of the campaign back to staff (eg, report back weekly or monthly electricity readings to ensure people feel their efforts are worthwhile).

Approach representatives of the **wider business community** and arrange for them to share their insight with your firm's senior management.

Locate a PC in a public part of your offices **featuring interactive material** on climate change and the measures your firm has taken to address their impact.

Tap into **wider campaigns** to provide a focus for your efforts and to ensure that your campaign has credibility.

Connect your environment campaign with your **pro bono and community** activities. Match traditional charitable activities with an environmental cause (eg, clearing waterways, picking up rubbish, teaching biodiversity to local schools etc.).

**Maintain enthusiasm and interest** by refreshing posters, incorporating new ideas in environmental objectives and targets and starting to think about potential future campaigns.

## Resources:

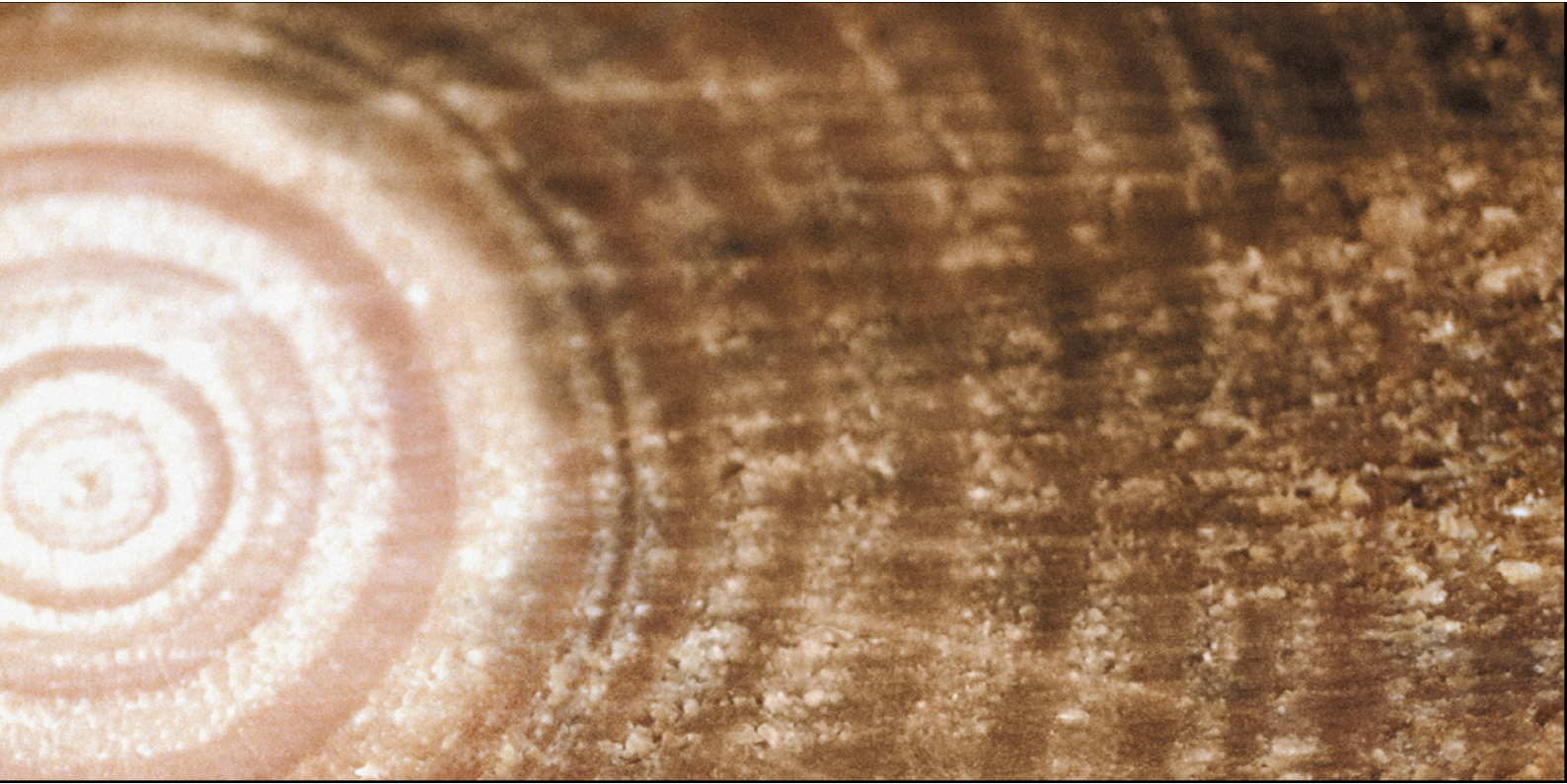
The following are examples of external campaigns that your firm might support, together with examples of specific campaigns led by recognisable brands from different sectors.

**World Water Day:** The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. [www.worldwaterday.org](http://www.worldwaterday.org)

**Walk to Work Week:** A campaign taking place in April each year and organised by Walking Works campaign with the aim to get us all walking more in our daily lives. [www.walkingworks.org.uk](http://www.walkingworks.org.uk)

**Love London Green Festival:** The annual Love London Green Festival is believed to be the largest annual green festival in the world. The festival is coordinated by the charity London 21 Sustainability Network and a partnership of organisations. <http://lovelondon.london21.org/page/64>

**The Climate Group:** The Climate Group partners with innovative thinkers and world leading organisations to deliver so called 'game-changing' initiatives - projects that will make the biggest difference in the least amount of time. Lots of examples of what big business is doing to make a difference. [www.theclimategroup.org](http://www.theclimategroup.org)



**Together:** Together is The Climate Group's consumer engagement campaign. Working with the biggest brand-name partners like Tesco and Target, Together delivers consumers easy and affordable ways to fight climate change. It shows how the little action people take in their everyday lives - like switching to energy-saving light bulbs - can make a big difference to both CO2 emissions and household bills. <http://www.together.com>

**Join The Bigger Picture:** An excellent website from Sky, which provides a wealth of detail about what the company is doing, but also advice and toolkits to help you reduce your environmental footprint. [www.jointhebiggerpicture.com](http://www.jointhebiggerpicture.com)

**Marks & Spencer 'Plan A':** Website with details of Marks & Spencer's much heralded Plan A initiative. Launched January 2007, Plan A sets out 100 sustainability commitments the retailer aims to achieve by 2012. <http://plana.marksandspencer.com>

## Examples:

**World Environment Day:** Takes place each year on 5 June. It is one of the main ways in which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. To celebrate World Environment Day one law firm launched a week of activities in offices around the world. The aim of the campaign was to get people thinking about all sorts of environmental issues, from energy efficiency to recycling and how to reduce waste. [www.unep.org/wed](http://www.unep.org/wed)

**Earth Hour:** Earth Hour started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. On Saturday 27 March, Earth Hour 2010 became the biggest Earth Hour ever. A record 128 countries and territories joined the global display of climate action. Iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas switched off. A number of Legal Sector Alliance member firms participate every year. The event takes place in March every year. [www.earthhour.org](http://www.earthhour.org)

**Environmental Marketplace:** In one of the larger firms, a marketplace was held with 19 organisations and companies coming in to sell or promote their eco-friendly produce and promote sustainable living. Staff were also given ideas about what they could do at work to live sustainable lifestyles.

**General Awareness Campaigns:** Other offices have carried out beach clean-ups, sent out top-tip emails, read-once book sales, encouraged staff to bring in a mug instead of using plastic cups, encouraged recycling and distributed green apples at the start of World Environment Day to promote green and healthy lifestyles. One office even launched a 'Change One Thing' campaign which motivated people in the office to select one area where they would commit to changing.



## Contributors

The Legal Sector Alliance would like to thank the following firms for contributing their experience to this guide:

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