

Tools to get
your team
onboard



CITYⓈWITCH × **Work»
forClimate**

Who this resource is for

- Sustainability professionals who need to mobilise the rest of their organisation on climate action and achieve sustainability goals
- Employees who don't work in sustainability but are taking on sustainability-related projects and initiatives within their company

What this resource is

A toolkit containing resources to inspire, educate and empower employees to take action on the climate crisis at work, and actively contribute to their company's efforts to fight climate change.

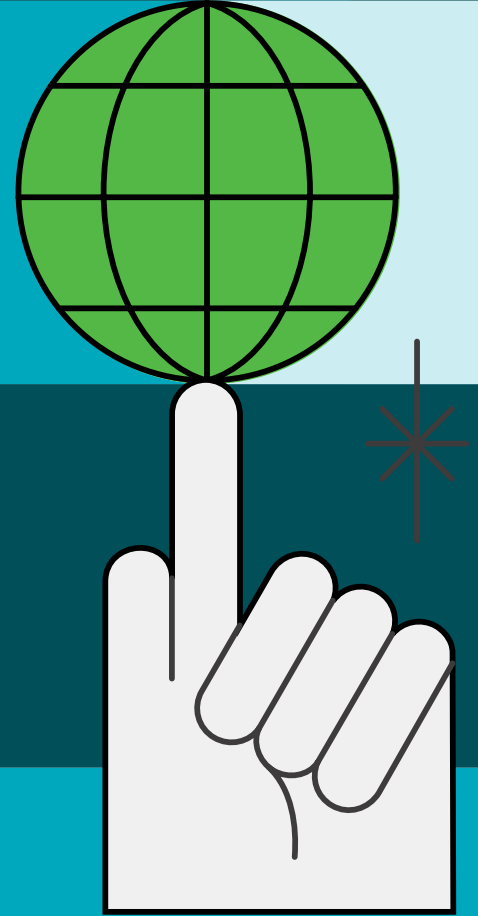
About WorkforClimate

WorkforClimate is a not-for-profit on a mission to accelerate the climate transformation of companies by leveraging their most powerful assets: employees. WorkforClimate helps employees who are convinced of the need to act urgently on climate, convince others to do the same.

[Find out more about WorkforClimate](#)

Disclaimer

CitySwitch and WorkforClimate do not recommend specific providers over others. We recommend you conduct your own research on the climate literacy and engagement offerings out there.



Introduction

No single employee alone can transform their company to get to net zero emissions. Sustainability managers – who are officially in charge of the company’s climate goals – will need to find ways to mobilise and activate the rest of the organisation around their objectives.

Getting buy-in from and motivating colleagues to act is crucial to the success of any net zero plan.

The inspire / educate / empower approach will set you up for success.

Inspire

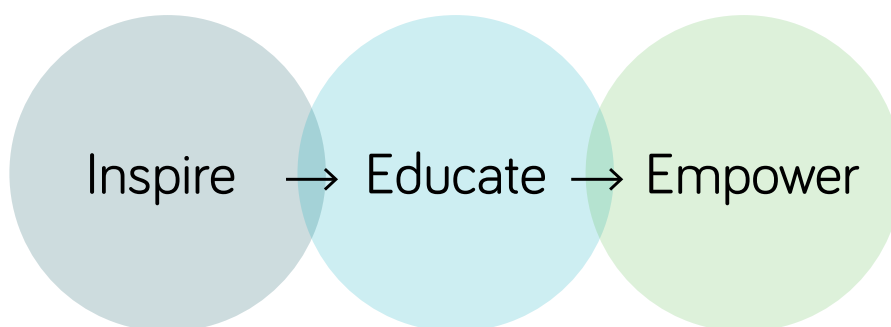
To create change you first need to make people care. It's the why factor. If people don't care about climate change, on a personal level and as employees in the organisation, it will be a lot more difficult to get them on board.

Educate

Understanding the why is crucial, but not enough on its own. Once people are aware of the problem and feeling inspired to act, you need to provide educational opportunities and help them develop their knowledge and how it relates to their sector.

Empower

Lastly, we want people to feel empowered and have a sense of agency – the capacity to act. This is about making it possible for everyone in the organisation to take action in their day-to-day roles, but also to be part of the wider transformation that needs to happen inside each company.



Tools to inspire

Sometimes, a **simple idea** can go a long way. Here are some easy-to-introduce climate initiatives to raise awareness on the climate crisis and inspire people to take action.



3 simple initiatives to increase climate action

These initiatives can be started by anyone in the company, not just sustainability managers. We encourage you to **leverage the energy and motivation of other employees** to run these initiatives. This will help raise climate action as a topic relevant to everyone in the company, not just the sustainability team.

Shared experiences

To build momentum and find your allies in the organisation, it's a good idea to **create opportunities for people** to connect and create shared experiences.

Some companies have started 'climate drinks', informal gatherings of employees to open conversations about climate change. These events can be hosted in your office, and be officially sponsored by the company, or be hosted at an external venue.

The format of these events can vary. You may bring a speaker in if you're zooming in on a particular theme or keep it very informal and centred on enabling conversations.

'Climate drinks' can very well be 'climate coffee' or 'climate lunch' – whatever suits you best.

Doing it by the book

[Did you know that 40% of corporate gifts](#) end up in landfill? It's the reason why [Patagonia](#) stopped adding corporate logos to its vests.

For employee gifts, why not offer a climate action related book to all your staff? This is what IT consulting company [CGI](#) did for its Canadian staff – employees could choose between 5 different books.

As well as providing an opportunity for everyone to learn about climate change, this initiative sends a strong signal: playing our part in addressing climate change is important to us and we want to support you in getting involved too.

Make it personal

Some platforms have started to emerge to help companies increase employee interest and action, with educational and collaboration features built-in – it's climate change as a service.

These platforms can be powerful to engage the wider employee community on the topic and get everyone involved. Just make sure you don't lose sight of the bigger picture and changes happen at the business level.

Trace

Helps small and medium enterprises measure emissions, set targets and unlock the power of their workforce to reach net zero. The platform is built as a one-stop shop for your company's journey to net zero. As well as business carbon management features, it includes functions to engage employees, for example by providing teams with an easy way to calculate and act on their own carbon footprint.

Reach Zero by Live Tiles

An internal communication tool that aims to boost engagement, increase team retention and ensure connection. The tool offers features such as personalised net zero roadmaps for employees and dedicated channels for climate news and events.

Climate Clever

Helps small and medium enterprises measure emissions and set up an action plan to tackle them. You can choose actions from their library or create your own. It includes the option to tag team members and track progress. The dashboard helps the whole team understand and visualise how the actions are impacting your footprint.

Acacia Money

A mobile application – available on iOS and Android – to help users use their money as a force for good. It connects people with financial and energy offers that are sustainable and financially rewarding. It reveals in-depth insights into environmental credentials of providers - banks, superannuation funds, energy retailers and home loans providers.

2 experiences to raise awareness about the climate crisis

If you're looking for a climate activity to get everyone on board, look no further. These experiences are **powerful, engaging and very accessible**.

[Climate Fresk](#)

With 1 million participants globally since its creation in 2018, Climate Fresk has established itself as a reference tool to build awareness and educate people about climate change.

The interactive and collaborative workshops make it possible for anyone – whether they are newbies or already knowledgeable – to explore the drivers and impacts of climate change, and what we can do about it. The content is grounded in the science from the United Nations Intergovernmental Panel on Climate Change (IPCC) – the internationally accepted authority on climate change.

[Find out more about Climate Fresk](#)

To have Climate Fresk organise a workshop for your organisation, email australia@climatefresk.org

[The Week](#)

A powerful experience that brings people together around the topic of the climate crisis. **People meet 3 times in one week to watch a 60-minute documentary and have a conversation about it.** The experience is organised around a U-shape journey – the first documentary is the 'hard one' where the reality of the climate crisis is exposed. Episode 2 helps understand how we got to where we are, and how to make sense of it all, and episode 3 gets you up the U. It's empowering and inspiring. The documentaries were produced in Europe and the US, but the content is still relevant to Australia.

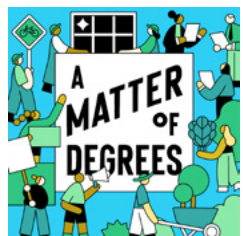
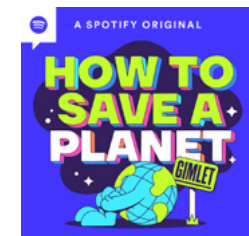
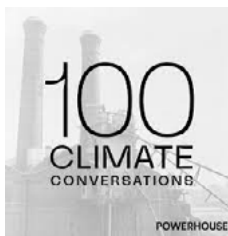
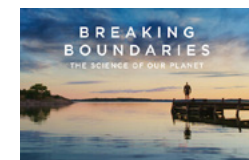
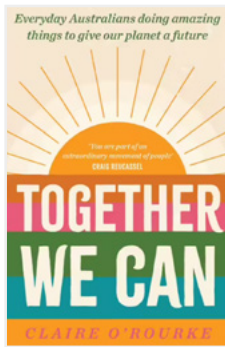
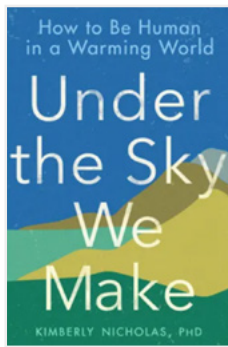
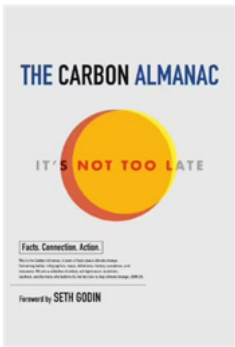
Anyone can organise The Week in their organisation or with friends, family and other community groups, and it provides all materials including discussion prompts so all you need to do is find a group of people to go through the experience together.

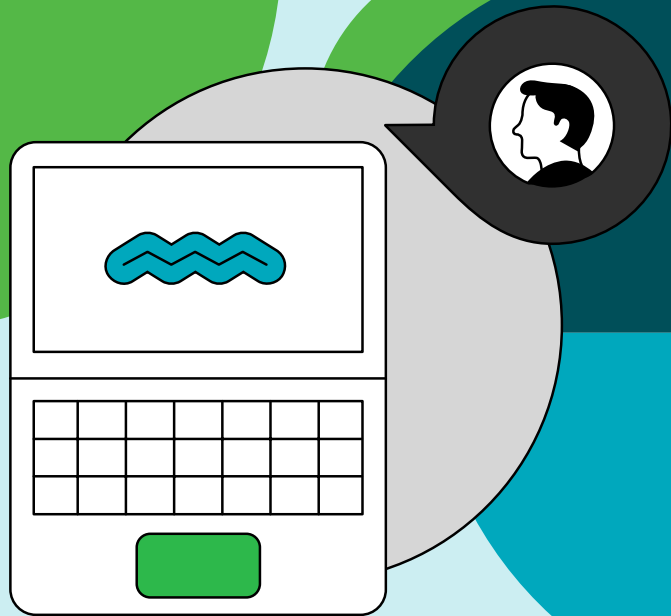
[Find out more about The Week at Work](#)

Examples of content to share

The following content is for the climate curious, meaning it's suitable for anyone early on the climate learning journey who wants to explore. There is a lot of climate content out there, so we encourage everyone to go on their own exploration.

You can use this list as a base to create your own collaborative libraries to share climate content within your company.





Tools to educate

Inspiring people is a necessary step, but it isn't always enough on its own. **You need to create agency** – the capacity to act. And to create a sense of agency, people need to develop a solid understanding of not only the climate crisis itself, but also how it relates to business and their company.

Everyone has an opportunity to contribute to the company's climate plan in their role. For everyone to realise this opportunity, we need professional development. Some companies develop their own learning pathways to educate employees on climate change and what they're doing about it. A corporate climate education offering is starting to emerge to fill the gaps.

Here are some examples of climate-specific trainings for employees.

The WorkforClimate Academy

A program for climate-concerned employees who want to learn how to advocate for stronger climate action inside their company. The **self-paced, on-demand course** gives you the blueprint for corporate climate action and shows you how to inspire and influence stakeholders at every level to get buy-in on the most impactful initiatives that drive real change.

Individual employees are encouraged to get funding from their company to participate in the course, since their participation will be hugely beneficial for the organisation to achieve climate goals and future-proof the business.

[Find out more about the WorkforClimate Academy](#)

AXA Climate School

An initiative from insurance company AXA, who aims to be a sectorial leader for climate action. The Climate School is a comprehensive program that enables companies to upskill and engage all employees to succeed in the sustainable transition.

Climate School is made of 2 distinct learning pathways:

Understand: To understand climate change, biodiversity collapse, natural resource depletion, and the impact on our lives.

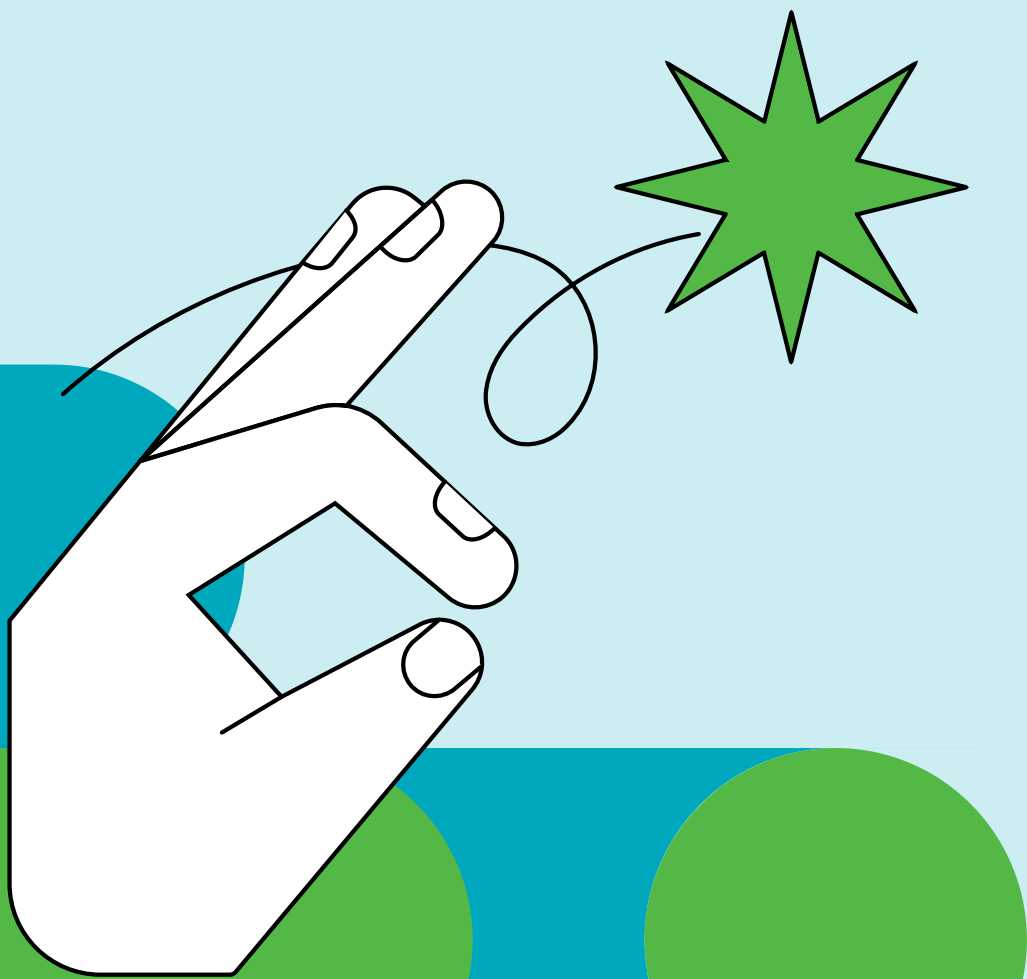
Act: To educate all employees, regardless of their job functions, on how to take action.

Individual employees can access the course free.

[Find out more about AXA Climate School](#)

Tools to empower

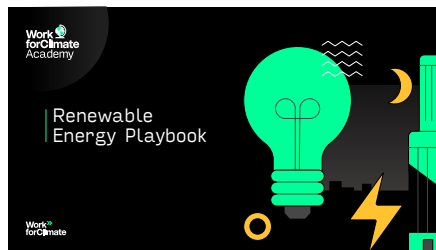
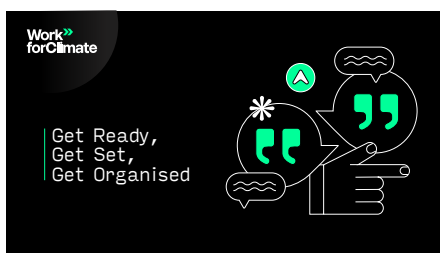
Another key aspect of building agency is to connect climate action to employees' **day-to-day roles** and responsibilities. Here are some handy tools.



WorkforClimate playbooks

Step-by-step guides about specific areas of climate action at work. They are carefully written and researched to provide you – the corporate employee – with the most accessible, accurate and effective information you need to push your organisation towards taking more climate action.

WorkforClimate has published 4 playbooks on the following topics:



Engaging all employees

To go further from the quick list provided in the guide associated with this toolkit, the prominent experts on climate solutions at Project Drawdown have put together these handy guides for how each job function can incorporate climate action in their role.

[Guide - Finance](#)

[Guide - Government relations and public policy](#)

[Guide - Human resources and operations](#)

[Guide - Legal](#)

[Guide - Marketing](#)

[Guide - Procurement](#)

[Guide - Sales and client-facing roles](#)

A final word

The list of resources is ever evolving. This toolkit should serve as a starting point. **Be on the lookout for new tools to build on.**

WorkforClimate is here to help. We created a space for all climate champions working inside companies to connect. We provide training and coaching, and are always keen to support employees to recognise and step into their power to address the climate crisis at scale.

Email us at info@workforclimate.org to learn more about our offerings and programs, or receive coaching for your organisation.

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