



Bristol Climate &
Nature Partnership

CLIMATE ACTION PROGRAMME

MAKING CLIMATE ACTION BUSINESS AS USUAL

Want to make climate action part of business as usual rather than a project add on?

Discover the key steps to embed sustainability into the heart of your business operations.

Embedding sustainability across your organisation makes sound business sense.

From future-proofing your operations, to establishing yourself as a reputable organisation, dedicating time and resources to creating a roadmap to net zero is becoming a priority for many.



Four key steps to embedding climate action

1

Implement clear communication

Remove uncertainty by communicating clearly with your team and stakeholders about the changes required. Lay out what each team member needs to do to support your climate goals. Understand your specific audience, and communicate with them clearly through existing channels.

2

Facilitate innovation

Don't be hindered by your current organisational boundaries, instead look at creating new systems that can embrace sustainability and build a culture that allows colleagues to trial innovation safely, encouraging measured risks. This innovation can lead to co-benefits for climate action and business growth.

Four key steps to embedding climate action

3

Help your team embrace change

Address uncertainties to help your staff come along with you on your organisation's climate journey.

4

Build momentum for sustainability

Ensure that all internal and external stakeholders are aware of your sustainability ambitions and are invested in reaching them.



Putting it into practice

-  Craft a clear mission statement, setting out where you want your business to be in the future and why.
-  Include sustainability in KPI's and strategic goals, ensuring all employees understand what is required of them to reach key milestones.
-  Reward and celebrate progress and innovation across all levels of staff e.g. by making sustainability part of the annual review process.
-  Take measured, justified risks but don't take them blindly; base actions on research and existing knowledge.

Putting it into practice



Recognise that sometimes things won't work, and that's okay. Limit organisational risk by stopping what's not working as soon as identified.



Use existing governance tools, such as policies and strategies, as avenues of staff communication.



Ensure messaging is consistent across all communication points with stakeholders and that they communicate your ambitions transparently and openly.

For example, include sustainability in job adverts and procurement policies, and have a dedicated sustainability section on your website.

Key takeaways

To take climate action seriously, it needs to be embedded throughout all business operations, goals and core messaging.



Business growth and climate action aren't in competition with each other – innovating new systems embedded in sustainability can lead to co-benefits for both.

Increase capacity for organisational change by addressing the uncertainties that are holding stakeholders back.

Your climate ambitions need to be reflected in every channel of communication.



For more Climate Action
Programme resources visit:
bit.ly/CAP-Home



Bristol Climate &
Nature Partnership

This set of top tips was created by Bristol Climate & Nature Partnership's Climate Action Programme, in collaboration with Fraser Browning from Kurb Carbon.



Empowering for a low carbon future

With thanks to our Climate Action Programme sponsors



and Partnership supporting members



Avon
Wildlife Trust



Bristol Climate &
Nature Partnership

bristolclimatenature.org