

FROM
AMBITION
TO ACTION



COMMUNICATION AND ENGAGEMENT

Session three of the Ambition to Action seminars



PETER GILHEANY

*Director of Forster
Communications*

@petergilheany

FORSTER
COMMUNICATIONS



DR JAN MASKELL

*Registered Occupational
Psychologist at Training
and Development Solutions*

@JanMaskell

**Presented by Cambridge Carbon Footprint
& Investors in the Environment**



Tues 8th June



Brought to you by



Sign the charter to become part of the solution



The Cambridge Climate Change Charter gives everyone the opportunity to find out more about their carbon emissions and how to reduce them, and to make a pledge to take action.

Sign up now to become part of the solution to the climate emergency.



Continue as an Individual or Household



Continue as Business or Organisation

<https://cambridgecarbonfootprint.org/charter/>
<https://cambridgecarbonfootprint.org/business-organisations/>

Agenda:

1:30pm Welcome

1:40pm Dr Jan Maskell, Consultant with of iiE North West, 'Employee engagement – encouraging pro-environmental behaviour change in businesses'

2:05pm Peter Gilheany, Director of Forster Communications, 'Getting public recognition for and communicating your new commitment to clients and the media'

2:25pm Q&A/Discussion

2:50pm Next steps

3pm End

Q&A



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Key elements of an EMS



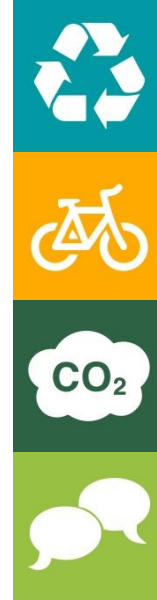
Appoint Green Champions

Environmental Policy

Measure Usage

Set Targets

Create an Action Plan



Waste Management System

Travel Plan

Calculate carbon footprint

Communicate and Engage



Thank you

Stay in touch:

<https://cambridgecarbonfootprint.org/>

info@cambridgecarbonfootprint.org

nicole@cambridgecarbonfootprint.org

<https://www.iie.uk.com/>

E: info@iie.uk.com

<https://www.youtube.com/channel/UC5QsComTCf1byZLswiqp6vQ>

Sign the Cambridge Carbon Charter:

<https://cambridgecarbonfootprint.org/charter/>

Advice on how to fulfil your commitments:

<https://cambridgecarbonfootprint.org/business-organisations/>

Upcoming CCF events:

<http://openecohomes.org/>

More information:

<https://www.cambridge.gov.uk/improve-your-businesss-energy-efficiency>

