COMMUNICATION AND ENGAGEMENT

Session three of the Ambition to Action seminars

PETER GILHEANY
Director of Forster Communications
@petergilheany

DR JAN MASKELL
Registered Occupational Psychologist at Training and Development Solutions
@JanMaskell

Presented by Cambridge Carbon Footprint & Investors in the Environment
Sign the charter to become part of the solution

The Cambridge Climate Change Charter 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.

https://cambridgecarbonfootprint.org/charter/
https://cambridgecarbonfootprint.org/business-organisations/
Agenda:

1:30pm Welcome

1:40pm Dr Jan Maskell, Consultant with 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
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-business-energy-efficiency