

How to Activate Your Employer on Climate Change

“[Our focus on sustainability] has made us an absolute magnet for talent.”

- Alan Jope
CEO of Unilever

The Climate Challenge

Climate change is no longer a threat for the distant future – it is already impacting our society and economy, and it will pose growing challenges to many aspects of our lives. The good news is that it is not too late to make a difference. The change starts with YOU.

To avoid the worst impacts of climate change, we must rally action **now** from governments and companies to drive towards a **100% Clean Economy**.

Without sufficient action, we will face unimaginable crises – food and water scarcity, severe floods, large-scale climate migration, poor air quality and cascading economic disruptions.

We're at a crossroads, but effective climate action can stimulate technology innovation, create more sustainable jobs, support environmental justice and bring about the change we need.

How Can The Private Sector Be A Part Of The Solution?

Voices for Change

Leading the transition to net zero emissions by 2050 is the **new business imperative**. The decisions that companies and investors make today matter to our communities and our economy – not just tomorrow but also in the decades ahead.

Companies can turn the tide on climate change in four ways:



Commit: Set the ambitious, net zero emissions goal and transition plan that the world needs



Collaborate: Collaborate with strategic partners to drive change and increase impact



Invest: Accelerate investment, innovation and technology deployment



Advocate: Pursue an ambitious, science-based climate policy agenda

In addition to ambitious targets, strategic collaborations and technological innovations, companies should be using the most powerful tool they have to fight climate change: **their political influence**.

How Can You Boost Companies' Ambition To Get Real On Climate?

YOUR POWER

A company's most important asset is their **people**. You can make your voice heard to make sure companies know their employees care about climate. And you can create an even bigger impact through collective employee action.

If business leaders believe that acting on climate change is required to compete for **Talent** and to manage **Reputational** and **Business Risk**, then they will do so. Stronger business leadership and advocacy on Capitol Hill will help shape and accelerate the public policies needed to achieve a net zero future.

Key Considerations In Assessing Your Organization

- Has your organization made public and tangible commitments to address climate change? Do these science-based targets include defined timelines?
- Is your company actively supporting public policies to address climate change and achieve net zero emissions?
- Is your company a member of trade associations that oppose climate policies and regulations (e.g., American Petroleum Institute, National Association of Manufacturers)? If so, is your company using its influence to improve the trade associations' positions?
- How does your company empower employees to fight climate change and voice concerns?

Your Collective Voice – Employee Action

Ensure that your voice is heard.

As an employee, you can push boundaries and act as a change agent, fighting for the cause you believe in. Here is an outline of what your action strategy could look like:

CONNECT

- Share your concerns and knowledge about the organization with your colleagues and friends.
- Get to know the available resources within your organization, such as employee resource groups, the sustainability committee or corporate sustainability reports.
- Identify and connect with supporters and strategic partners such as nonprofit groups that can help guide you, and employee groups in other companies.

CREATE

- Map out your key audience, partners and resources, and design a strategy to form a team and communicate to the audience. For example, your key audience could be company executives, the board of directors, the sustainability office or key investors.
- Use your team's expertise and support from partner organizations to identify sector priorities, high impact areas and pressure points that can help you define goals for the initiative and clear asks for your employer.
- Work with your team on a mobilization plan to drive climate action through your employer.

COMMUNICATE

- Use your social and professional networks to reach out to other employees and supporters and to spread awareness.
- Use petition tools such as google forms and change.org and media platforms to get support and reach out to the company leadership.
- Follow-up with the key stakeholders such as your team, partners, other employees and company leadership to maintain the momentum and ensure accountability.



How Can You Act?

Companies are starting to take action, and you can make sure your employer's actions resonate with **your values**. Each of the activities below will only take a handful of hours per week.

LEAD

- Build a team of fellow employees
- Co-develop and implement outreach effort
- Collaborate with colleagues and strategic partners
- Identify and set-up communication tools and platforms

MOBILIZE

- Engage with the team leading the movement
- Build momentum for the movement
- Support research and analysis
- Share resources

SUPPORT

- Support the team leading the movement
- Sign and share petitions
- Share information through your networks



RESOURCES AND TOOLS

Below are some tools and platforms to get you started:

- Petition tools (Google doc, [Coworker.org](#), [Change.org](#))
- [A simple guide to talking about workplace issues with your coworkers](#), by Coworker.org
- [Do's and Don'ts for Engaging Colleagues and Supporters on a Workplace Issue](#), by Coworker.org
- Resources by [ClimateVoice.org](#)

Here are some places that can help you navigate your company's sustainability performance:

- [Climate Authenticity Meter](#)
- [InfluenceMap](#)
- [Science Based Targets](#)
- [RE100](#)
- [Just Capital](#)