



Steps to Net Zero  
Webinar 1:  
Engaging with Net  
Zero

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Growing Climate Confidence



# Welcome to Steps to Net Zero



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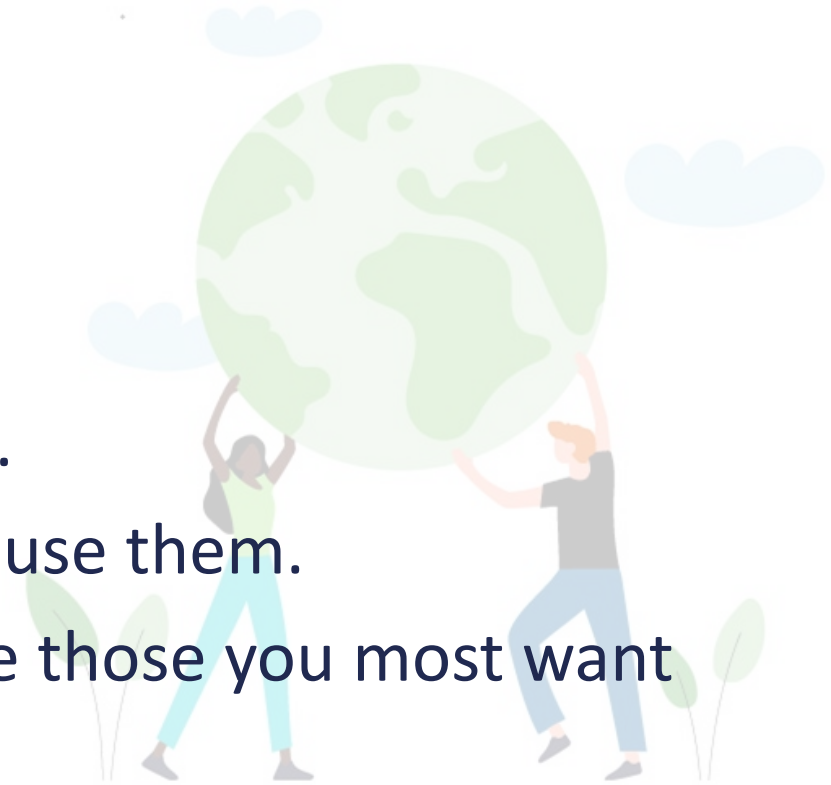
# A 5-part webinar series for Scotland's Third Sector

- 1 Engagement (today!)
- 2 Travel (21st Nov)
- 3 Waste and Reuse (23rd Jan)
- 4 Energy and Buildings (20th Feb)
- 5 Buying and Selling (19th March)



# Housekeeping!

- Please mute your microphone if it is not already.
- Closed captions are enabled should you wish to use them.
- Submit questions via the Q+A facility and upvote those you most want to be answered in the time available at the end.
- A copy of the slides and answers to any questions we don't get to during the session will be emailed out in the next few days.
- Please use the chat function sparingly and respectfully!



# Mentimeter

<https://www.menti.com/al238zno7gux>

Menti.com  
17 28 98 0



# Agenda

Today is all about engagement - internally and externally.

- 10 Mins – Intro
- 10 Mins – Tips from **Michael** from Business Energy Scotland
- 10 Mins – **John** Fitzgerald from SCVO  
– Lessons so far
- 15 Mins – Q+A and next steps

# Growing climate confidence



This is not only about  
Net Zero

# Engagement

Who's responsible for climate action?

- Young people?
- Sustainability advisors?
- Politicians?

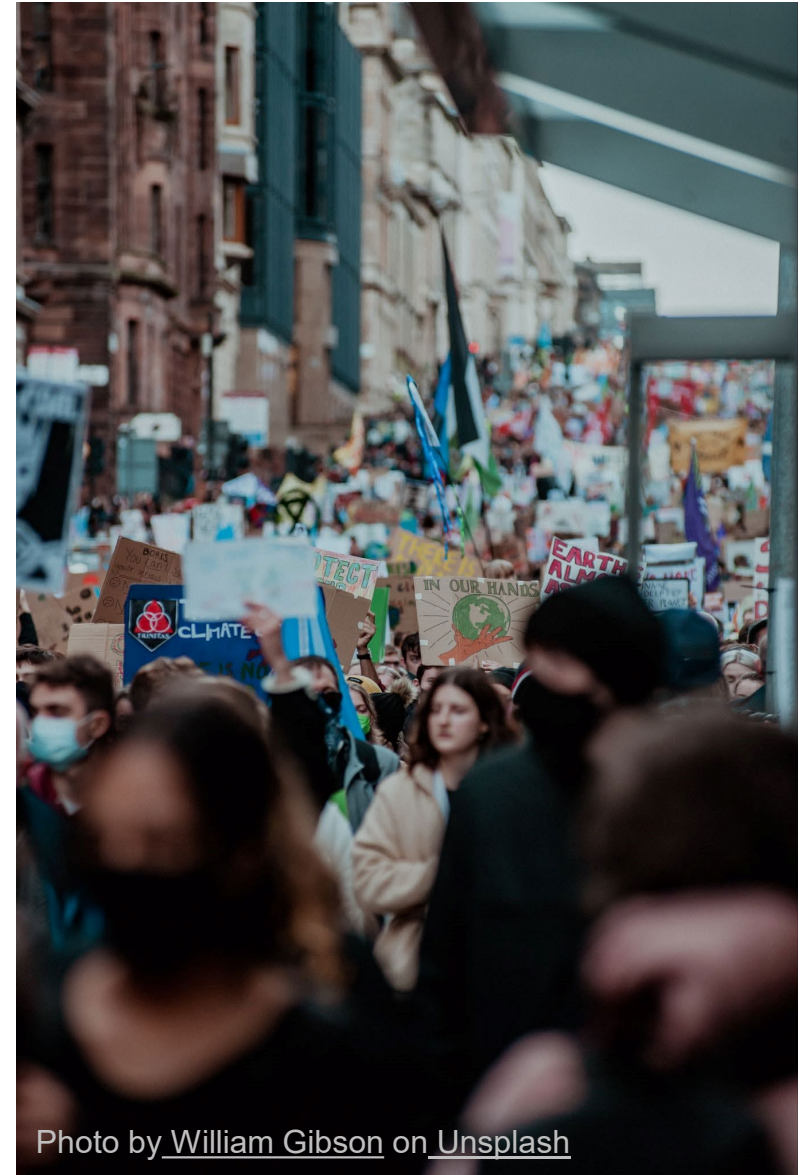


Photo by [William Gibson](#) on [Unsplash](#)



# What is sustainability?

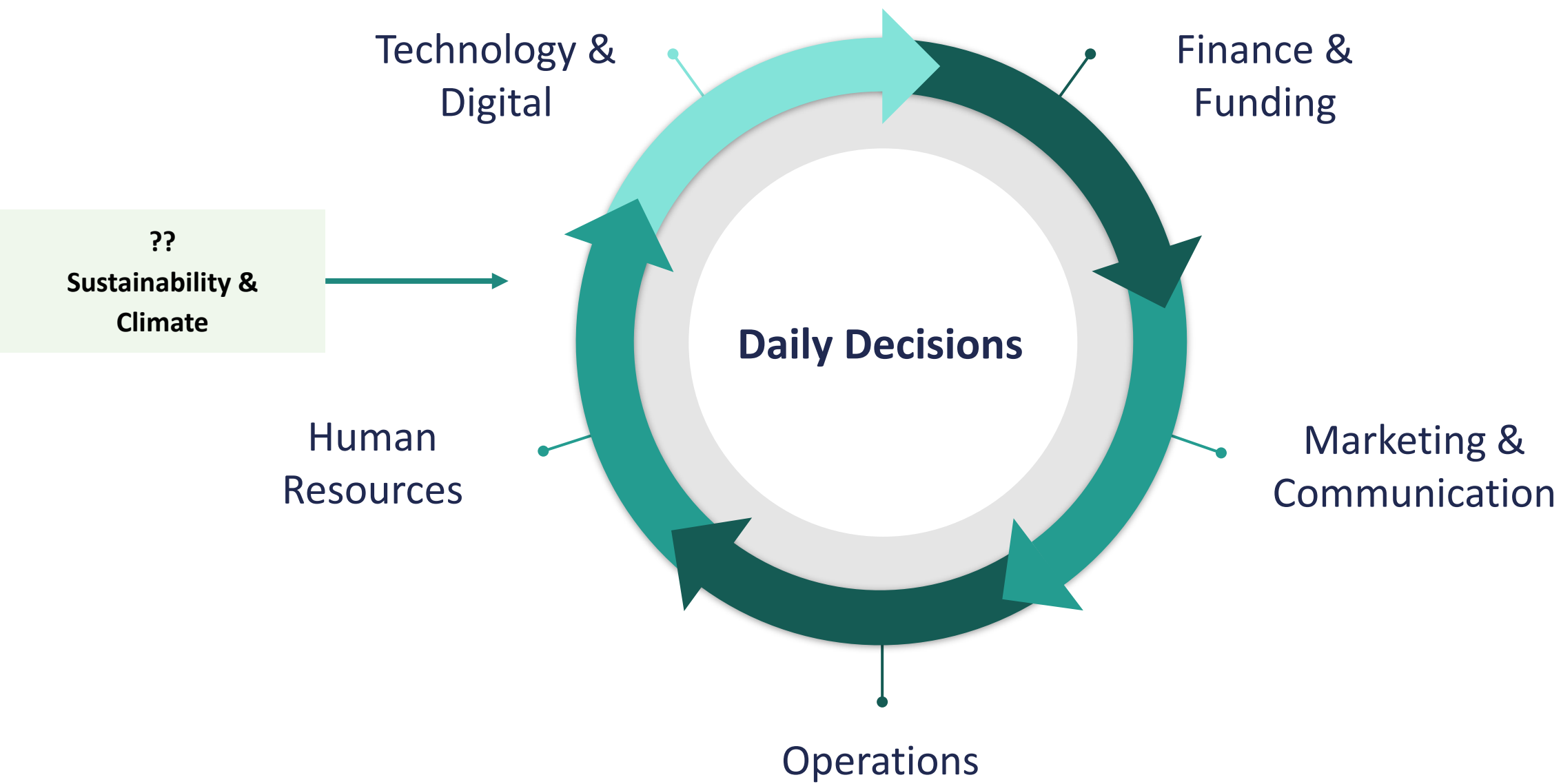
- Recycling
- Plastic Free
- Paper Straws



# What is sustainability?

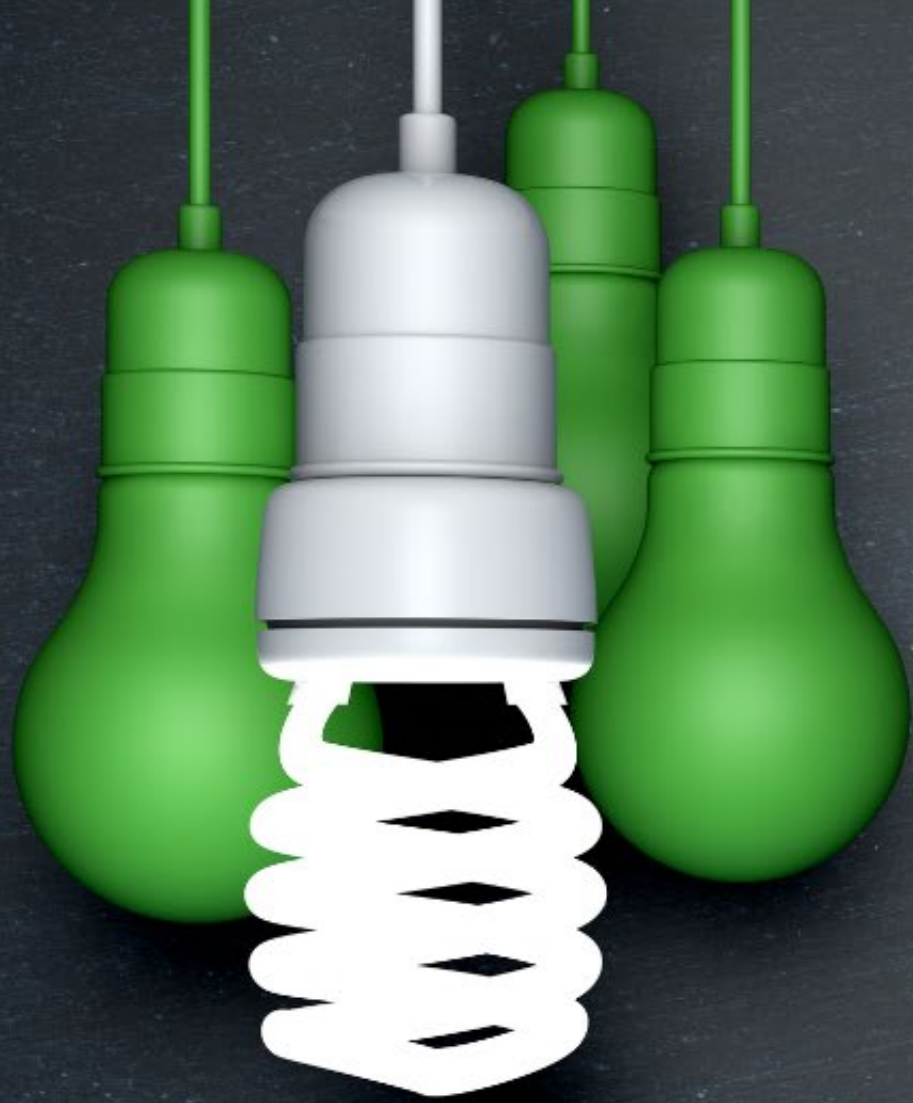
The ability of your organisation to sustain itself.







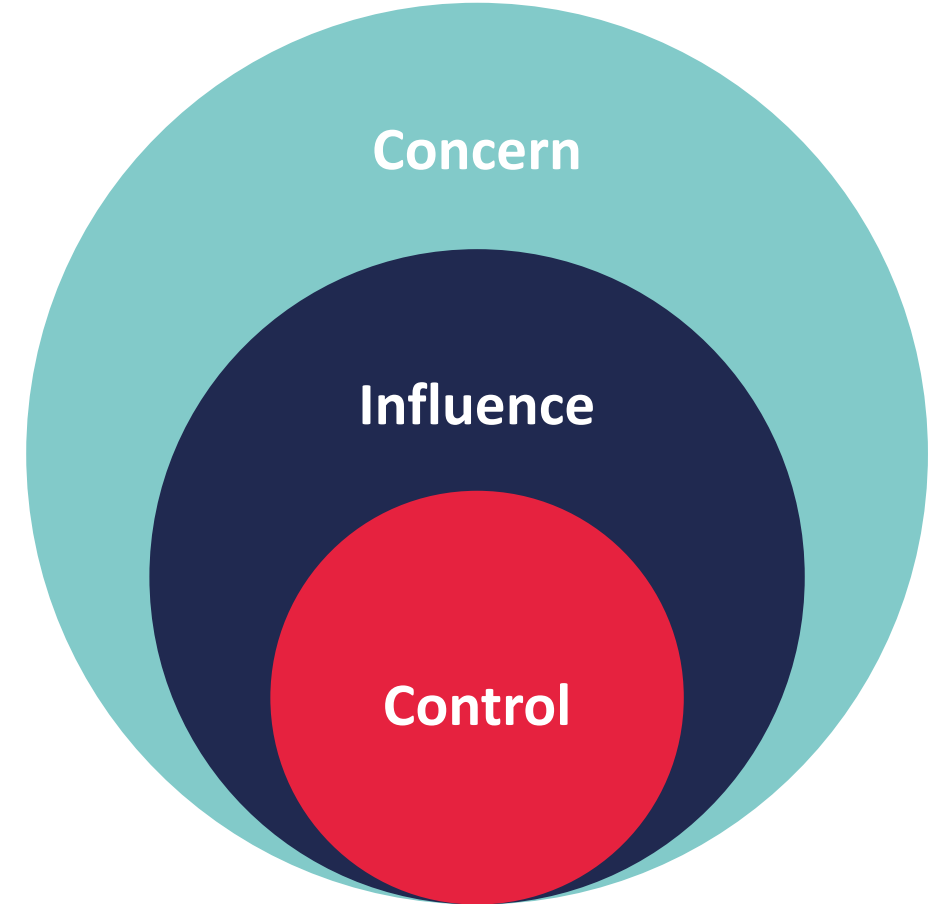




**Can you make an  
impact?**

# Taking Action

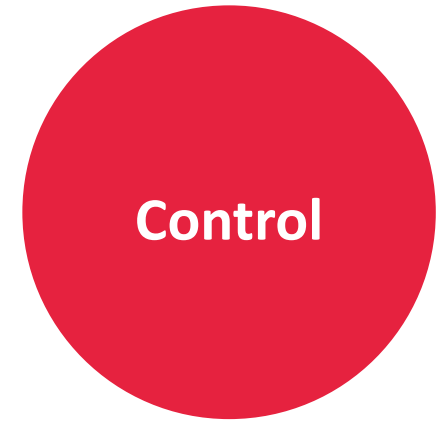
- There comes a point where you can't do anymore
- Some action is in your direct control
- Many actions will be in your concern and influence



# Control

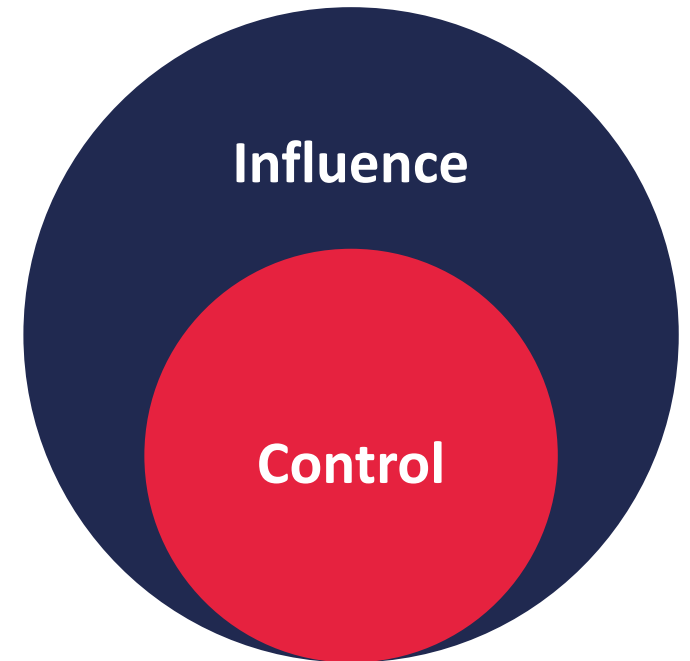
You may already things that are within your control

- Turning lights off & tracking energy usage
- Looking at changing suppliers to be more ethical or local
- Things you can do quickly
- Some of it might be lifestyle too



# Influence

- As an organisation, this is your **superpower**
- Most of your emissions will be under influence.
- But so is your **impact**.
- This is where you become a climate leader



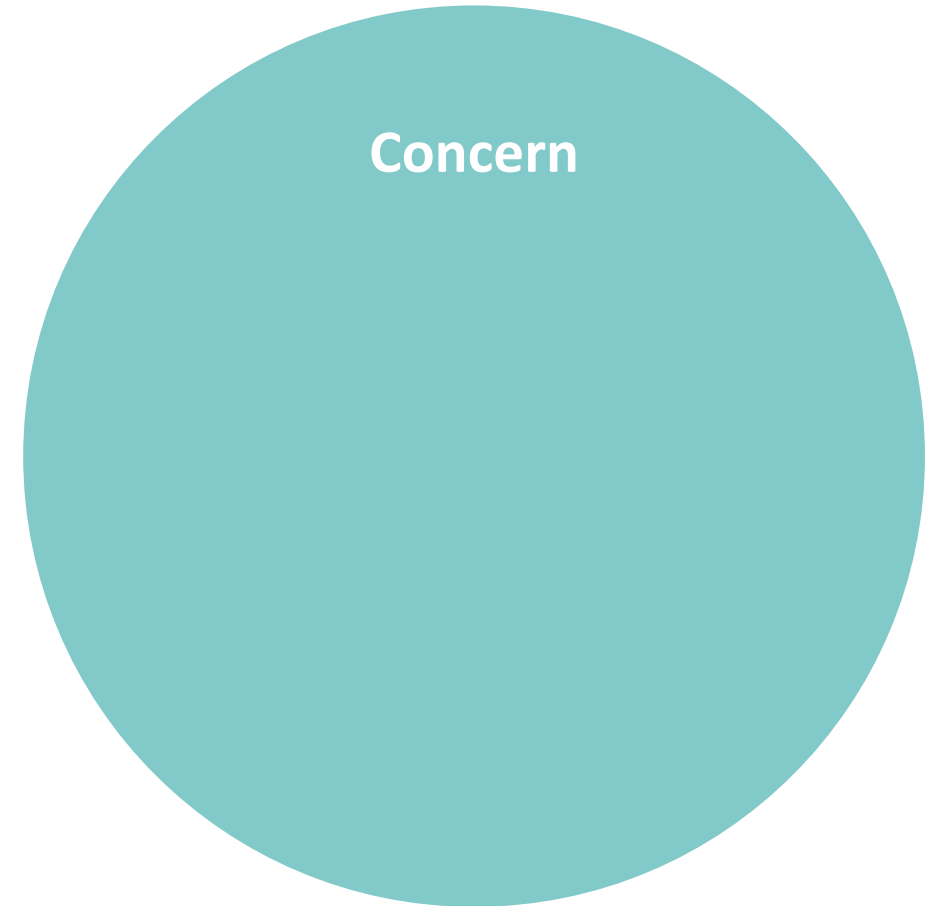


# Concern

Things in Concern are outside of your control. Get rid of them!

## TURN IT OFF

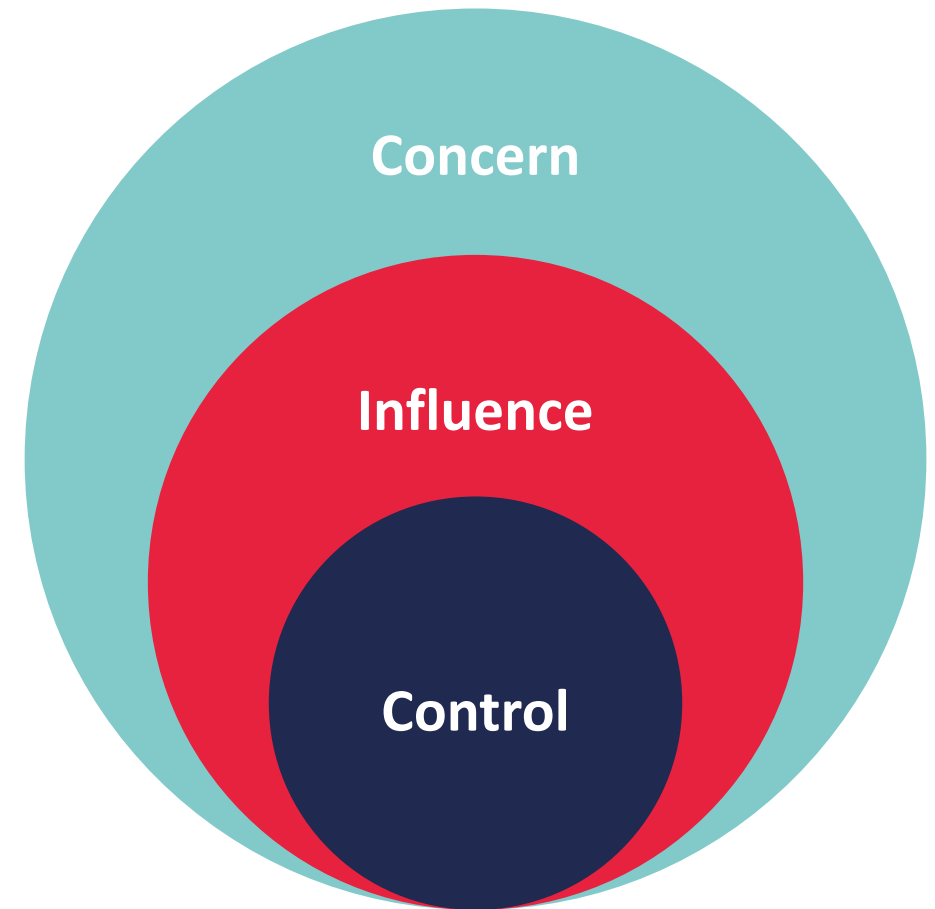
- Reduce climate change news
- Reduce talking about how bad it is
- Talk about what you have **done**, and are doing.
- Focus on what you can **achieve** - influence and control.
- Things you can do later - move out of the way.



# Taking Action

- Focus on what you can control
- Make sure to **influence others** too
  - Many in similar situations
  - Change happens collectively through

**Conditional Cooperation**



# Every decision is a climate decision

To drive real change, we need to  
**engage everyone.**





- Climate can't be an afterthought or something to “get done”.
- It's core to your daily decisions.
- Staff and the board need to be fully engaged to successfully adapt and **thrive**.



# Where do you start?

- Set up a Green Team
- Put it on the board's agenda
- Draft an environmental or sustainability policy



# 1 Set up a Green Team

- Collaborative team to discuss and raise opportunities
- Find solutions and challenge decisions internally
- Keep engagement going



## 2 Engage the Board & Put on the agenda

- Senior leadership are key to successful transformation
- Raise the topic at board meetings
- Utilise your savings and investments
- What's your exposure to climate risk?



### 3 Draft an environmental or sustainability policy

- Tell your story!
- Be ready for legislation and conditionality
- Make it public and easy to find
- Bring green team and board together to share what they have
  - Done
  - Are working on doing



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# Tips to Engage Staff & Boards

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**Michael McGovern**  
Business Energy Scotland



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**Lessons so far**

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**John Fitzgerald**  
SCVO

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**Next Steps!**

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# 1 Measure your footprint

<http://climateconfident.scot/scorecard>

Thank you for taking the scorecard  
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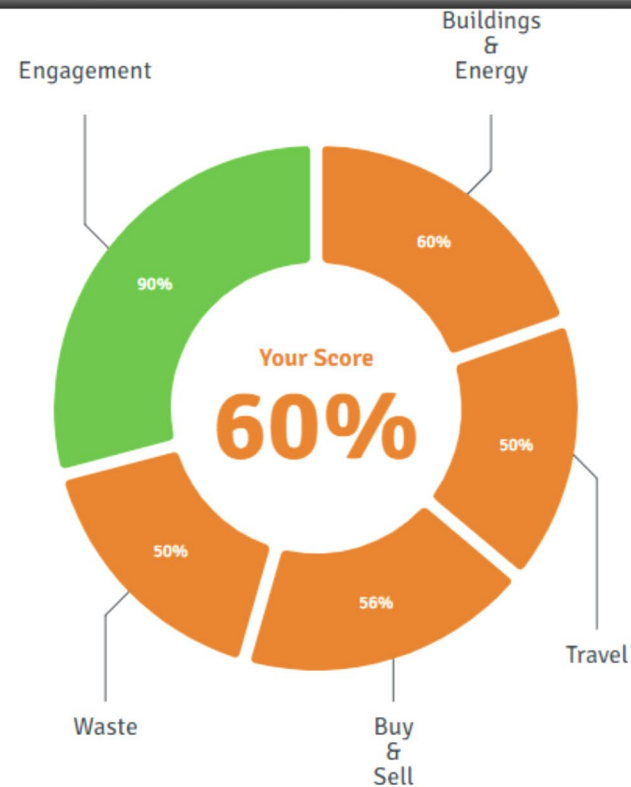
Your full report has been emailed to beth.murphy1@gmail.com. [Change email address](#)

If you would like further guidance and support, don't forget to check the [Climate Confident website](#).

Get some ideas on where you can start reducing below.

Over the next few weeks, we'll be sending you tailored tips based on your answers to help you get started.

● low    ● medium    ● high



## 2 Submit a story to SCVO!



To encourage staff to participate in active travel we have hired two electric bikes from local social enterprise, Bike for Good via their Switch Up subscription service. Staff can book the bikes via our booking system to travel to client meetings. This is a pilot project we're running for a couple of months in the hope it will motivate staff to look at more active ways to travel for business and personally. **Jo Seagrave, CEIS**



At Scouts Scotland we are taking actions to make our Outdoor Activity Centres greener, and also bring young people along on that journey with us. We've recently installed food composters on all of our sites, so that the organic material leftover when groups eat with us can be turned into zero-mileage compost. **Lisa, Scouts Scotland**

### 3 Get support from Just Enterprise

Funded by The Scottish Government, Just Enterprise is the go-to source of support for social enterprises and enterprising Third Sector organisations.

Register now to access:

- Start-up advice
- One-to-one business support
- Leadership programmes
- Workshops
- E-learning



<http://www.justenterprise.org>



Join us for Webinar 2:

**Travel**

**21<sup>st</sup> November**

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