



PROMOTING NET ZERO

EMPLOYEE ENGAGEMENT WORKSHOP

This workshop plan template is designed to encourage your employees to get involved in your company's plan to reduce carbon emissions.



KEY INFO

Duration:

80 minutes

Materials:

Flip chart paper
Assorted pens
Post-it notes



PART 1: CHALLENGES

Getting employees to explore the challenge of becoming net zero.

1. Present employees with the following question to consider individually: 'How can we reduce and eliminate carbon emissions from the business?'.
(5 minutes)
2. Put them into small groups. Ask employees to brainstorm the reverse of the question: 'How can we increase the amount of carbon emissions of the business?'. Encourage wild ideas as well as serious ones. Let them have some fun. Get them to write their thoughts on the flip chart. (Explainer: Negative Brainstorming is an effective way of unlocking people's creativity. You'll be impressed at how many ideas they come up with. Tell them to reserve judgement and go for quantity not just quality).
(5 minutes)
3. Ask them to select the worst three from their long list and put them on post-it notes. Collect all the worst three post-it notes from each group and put them all onto one board, where they're visible to everyone.
(5 minutes)

4. Ask groups to share their worst three to the room. Get reactions and thoughts. This approach should help you easily identify emerging themes and areas for improvement. Are there any quick wins? Are there any serious challenges?
(10 minutes)

PART 2: SOLUTIONS

Getting employees to produce solutions and action plans to achieve net zero.

1. Get your groups to explore and create carbon reduction plans. Encourage them to be creative in their ideas and solutions. Using the board of negative ideas produced in part 1, ask each group to create a list of objectives, behaviours and actions that will form a carbon reduction plan.
(20 minutes)
2. Ask groups to present their plans back to the group. Discuss the pros and cons of each plan. And commit to the ideas and suggestions where you can.
(20 minutes)

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