

LEGAL SECTOR

A L L I A N C E

ACTION ON CLIMATE CHANGE

Linklaters Employee Engagement

Global case study: World Environment Day
5 June 2007

- Inform people about firm's environmental policy
- Raise awareness of:
 - what we have done and are doing
 - what we will do
 - what everyone can do to help
- Listen to feedback and act as appropriate

- UN Theme: Melting Ice - Hot Topic
 - effects of climate change on polar ecosystems and communities
- Linklaters' theme: Climate change - what we are doing to tackle it, what we can still do and what is stopping us from doing things



What did we do?

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Publicised the event with:

- Email invitations, intranet, internal bulletins, posters

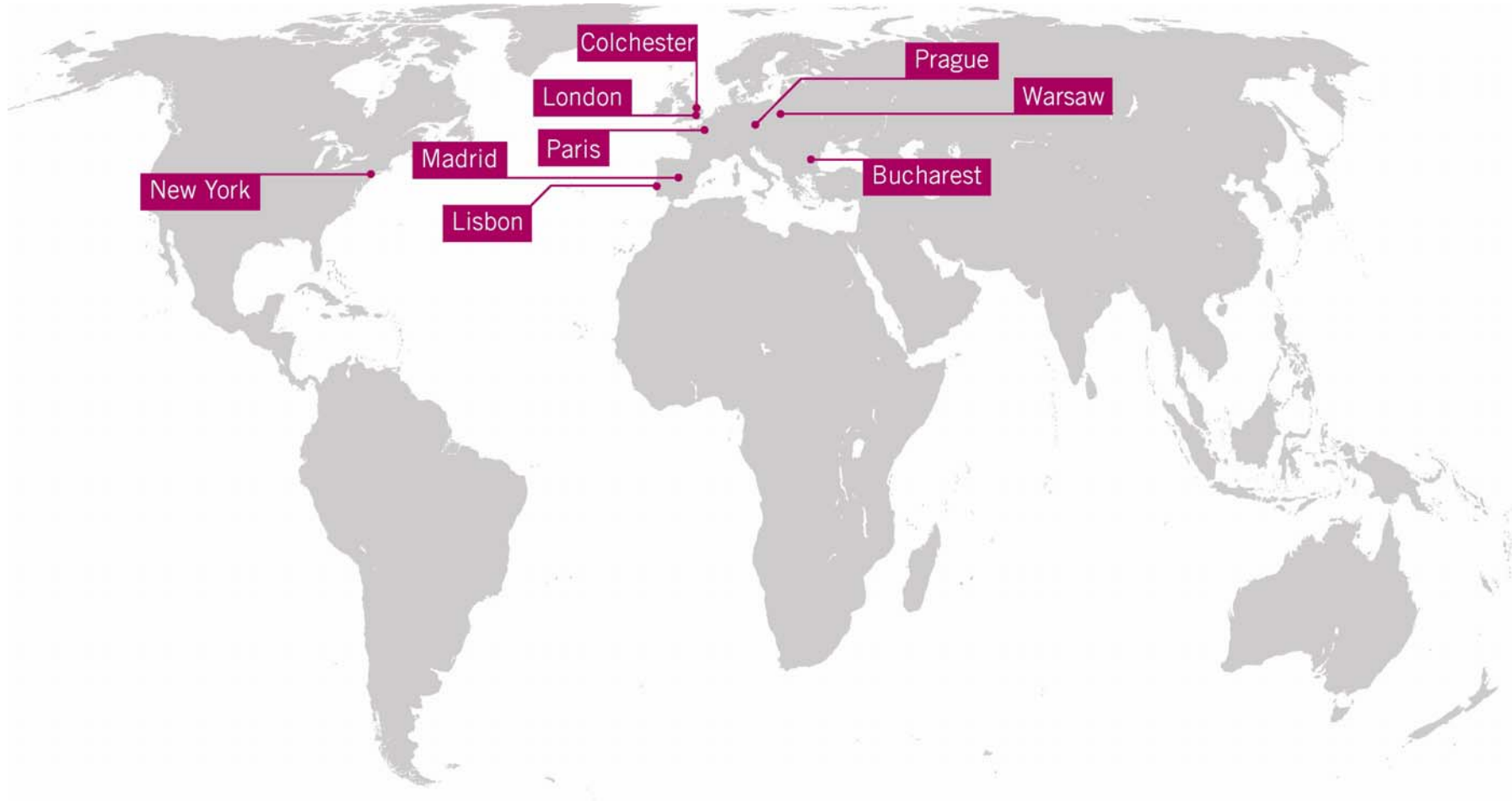
3 key activities:

- Screening in the auditorium:
 - Introduction video from Senior Partner
 - Al Gore's *An Inconvenient Truth*
- 'Switch-off' campaign
- 'Change one thing' challenge website

- Splash page for login screens

How did we get on?

Linklaters



How did we get on?

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- **Prague**
 - film led to discussion on climate change and why it is important to business
- **New York**
 - guest speaker to facilitate discussion on climate change
- **Lisbon**
 - gave out spiral bamboos to all attendees of film
- **London**
 - 120 people watch *An Inconvenient Truth*
- ‘Change one thing’ challenge
 - participants from 11 offices took part

'I have put a recurring reminder in my calendar to turn off my screen'

'We eat vegetables from the garden and compost the leftovers – a perfect cycle!'

'The film had quite an impact on those present and an interesting debate ensued. As a result, we have decided to get others involved, recommending the documentary, not only to our families and friends, but also to our clients.'

'I have reduced the number of washing loads and turn off at the wall'

- Plans for WED 2008: CO₂ Kick the habit – towards a low carbon economy
- ‘Green’ champions have now been identified in each office and can help deliver environmental objectives
- Enabled easier data collection for BiTC Index