

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:

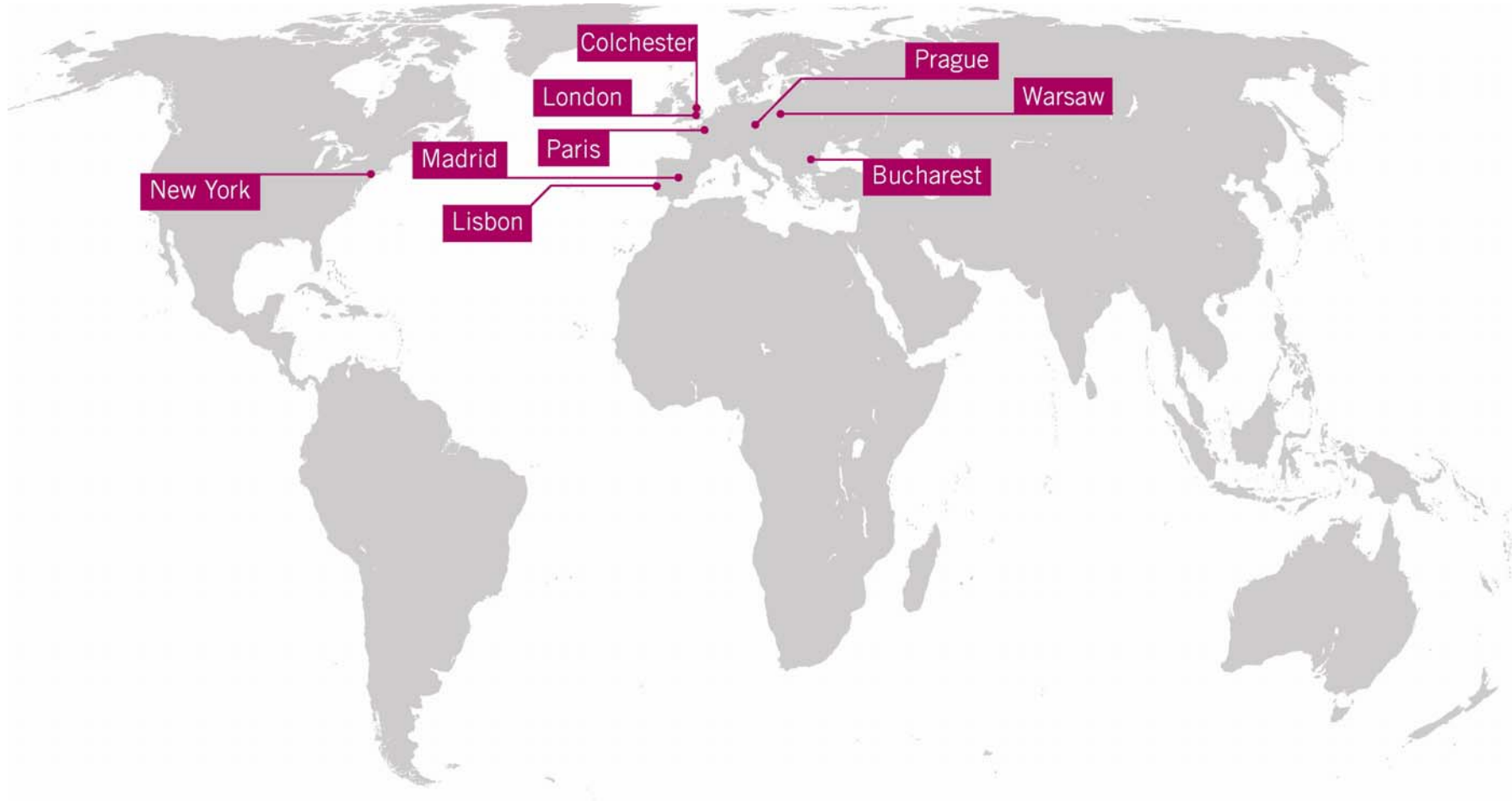
- Email invitations, intranet, internal bulletins, posters

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?

Linklaters

- **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: CO<sub>2</sub> 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