

The Climate Readiness Assessment

Your starting line in the Race to Zero

Leading companies are **putting in place ambitious climate strategies and targets.**

Yet few are mobilising their **greatest asset to meet these targets, their people.**

To gain a *climate advantage* and build long-term success, companies must mobilise their employees to be **agents of innovation and ambassadors for change.**

“The fact that dramatically higher temperatures seem far off in the future does not make them any less of a problem—and the only way to avoid the worst possible climate outcomes is to accelerate our efforts now”

Bill Gates, 2020

Employees are ready and willing to take action*.

- 76%** of employees are **ready to take action** on climate at work.
- 12%** of employees have considered **leaving their jobs** to have a greater climate impact at work.
- 26%** of employees have **felt depressed or anxious** because of climate change.

*Based on a survey of 800 employees in the UK and France conducted in August 2020 by Kite Insights.

What is the Climate Readiness Assessment?

A 15 minute employee survey exploring your company's capacity to respond to the climate crisis through your employees.

It is designed to inform a tailored approach to training and engagement and maximise its efficiency.



Framed around SDG* indicator 13.3

Tracks climate readiness using our Head, Heart, Hands Framework

Enables tailoring of employee training and engagement programmes

Supports benchmarking

*Sustainable Development Goal



The Head, Heart Hands Framework



How well your employees **understand** the facts about climate change and why it is important.



How **engaged and committed** your employees are in driving climate action.



How well **equipped** with the tools to act on climate your employees are.

Why take the Climate Readiness Assessment?

The assessment supports companies in engaging their employees in climate action in a way that is both **tailored** and **efficient**

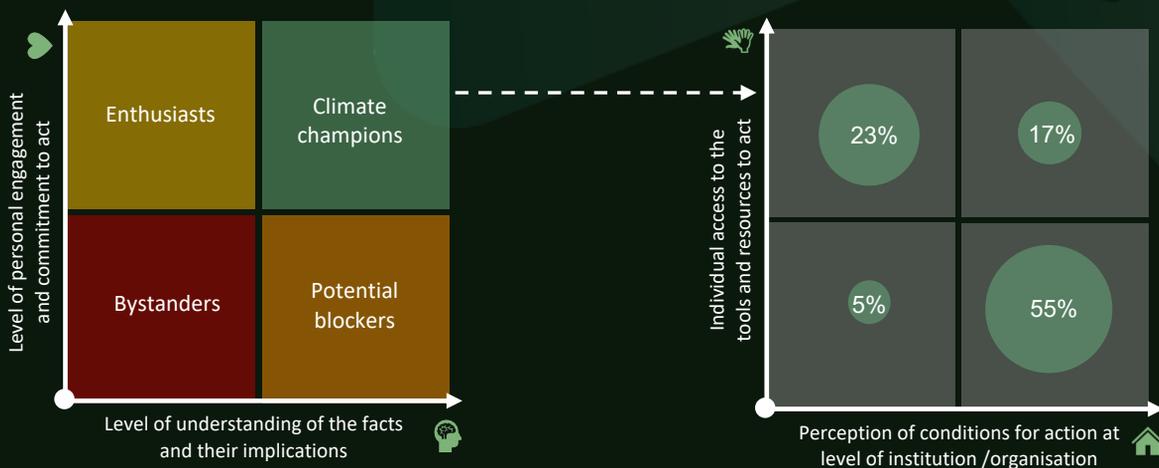
- Outlines **current employee readiness** and recommends action to increase proportion of 'climate champions'.
- Measures **impact** of training over time.
- **Benchmarks** your company's climate readiness against industry peers.

The results of the assessment: segmenting your employees

We first identify the readiness of your teams, segmenting employees into four groups based on level of knowledge and desire to act.



We map each employee segment according to their perceived ability to act, whether they have the tools and whether their organisation's culture and systems facilitate employee driven climate action.



Piloting the Readiness Assessment

Using the *Climate Readiness Assessment* is straightforward and can be tailored to your company's specific requirements. Briefly, the process works like this:

1. Set-up

- Identify a representative sample of your employees.
- Agree any specific analysis you would like included (e.g. by geography, role, department).
- Customise by adding company specific questions to our core set.
- Create invitation process and materials, agree timeframes and finalise to go live

2. Go live

- Send invitations to participate, including a message from your leadership.
- Follow up with reminders - typically send up to 3 reminders, one week apart.

3. Analysis and recommendations

- Obtain an overall **baseline score** of climate readiness based on your employees' responses.
- Analyse the results, identify key characteristics and attributes of each segment.
- Based on your organisation's goals and priorities, recommend specific training and engagement approaches that will:
 - grow the proportion of your workforce that are 'climate champions', and
 - maximise their ability to contribute to your organisation's climate goals.