



ACTING ON THE CLIMATE EMERGENCY



Public concern about the climate crisis is at a record high. Businesses need to act now. How are you responding?

School climate strikes. Greta Thunberg. David Attenborough. Extinction Rebellion. An 11-year warning to avert climate catastrophe. And now, the UK Parliament has declared a climate emergency. The world has changed.

In April, 'climate change' saw the highest number of Google searches in a decade. And our new research¹ shows that over two thirds² of UK adults think the climate crisis is an urgent issue for business, with 60% saying the responsibility sits with CEOs. **Is that you?**

Consumers are taking action. 36% of people have *already* switched to more sustainable products due to the recent media attention. Over half³ would like their favourite brands to declare a climate emergency.

And here's the kicker, over a third⁴ of employees say they want their employer to do more to tackle climate change. And one in seven⁵ millennials *have even considered switching jobs* because their employer isn't doing enough.

Yet 90% of businesses don't have a clear plan in place to tackle climate change.

Are you one of them?

The science is clear, and time is ticking. Your employees and consumers are expecting you to act now. Is your organisation ready to respond to one of the most urgent issues of our time?

SKIP TO THE END OF THE DOC FOR THREE ACTIONS YOU CAN TAKE RIGHT NOW >



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WHAT CAN BUSINESSES DO?

Using your business as a force for good

Are you confident your business is doing all three of the below?



Aim for zero carbon

At the very least, you need to be setting science-based emissions reduction targets in line with a 1.5 degree future. You can see the latest list of who's doing this [here](#). This will clearly demonstrate that you're serious about responding to the climate emergency, and that you understand what's required of you. Once you've done that, the next step is to create a plan for how to get there.

Remember, if your targets aren't stretching enough, you're effectively expecting others to do more than their share of reductions to avoid climate breakdown. The era of incremental reductions each year is over - that's not a response to an emergency, that's rearranging deckchairs on the Titanic.

Join with other businesses and use your collective voice

Are you part of a trade association or other business forum? Use these networks to connect with other businesses that share your aims, objectives and challenges, and speak with one voice, such as the newly formed [Business Climate Emergency Network](#).

You can then use your collective voice to advocate for changes that would help your industry speed up progress towards a low-carbon future. Examples include a carbon tax or pre-competitive agreements specific to your sector.

The climate emergency requires that all of us change how we work. By working out solutions together, you can help governments drive action by showing your support for climate-friendly policies.



Unleash the power of your brand



Now is the time to be bold. As an authentic, purpose-driven brand, your biggest asset is your loyal, committed tribe of supporters. How can you inspire them to live lower-carbon lifestyles? What is one meaningful action you can ask them to take today to respond to the climate emergency?

This isn't about passing the buck to consumers, it's about empowering them to make changes that together add up to a major impact. Our research shows they're expecting you to take the lead.

Every business is different, and the answer will totally depend on your sector. Ariel got people to switch their washing machines to 30 degrees, and in a few short years, Oatly has transformed coffee culture with their 'I can't-believe-it's-made-with-plants' barista oat milk. What could you do?

HELP US GET THIS INTO THE HANDS OF CEOS EVERYWHERE!

Every CEO should see this document. If you're not a CEO and you're reading this, you have more power than you think. Email this to your CEO, and ask ten of your co-workers to do the same.

TOP 3 THINGS YOUR BUSINESS CAN DO RIGHT NOW



1

Declare a climate emergency in your June board meeting

Don't delay, this issue isn't going away. Why not circulate David Attenborough's latest BBC show [Climate Change: The Facts](#) or the [4-minute version](#) if you are time-pressed. Ensure everyone understands the urgency of the situation and the risk it poses to your business.

2

Appoint someone to lead on creating a robust plan

You may already have a sustainability lead in your business. Are science based targets on their agenda? Are they exploring options for collaboration? Are they working with your marketing team to activate your tribe?

3

Come in for a chat with us

It's overwhelming, and it's hard to know where to start. We can support you with creating your strategy, transforming your culture and nailing your communications as you plan for radical action.



For further information or to apply for a free consultation contact info@kinandco.com www.kinandco.com



References

¹ Research conducted on behalf of Kin&Co by Populus in May 2019, with weighted samples of 1203 and 2084 UK adults.

² 69%

³ 59%

⁴ 35%

⁵ 13%