



Company Carbon Reduction Leadership Guidance

1. The organisation delivers the strategy through a systematic process involving a continuous improvement cycle, including in response to the ongoing impact of the pandemic.

1.1 Attach evidence of your organisation's plan to assess delivery of a carbon reduction strategy.

Possible evidence (*this list is not exhaustive*)

- Plan
- Evidence of plan review
- Feedback from individuals
- Evidence/ monitoring of feedback

Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
Evidence attached		
<ul style="list-style-type: none"> • Plan • Evidence of plan review 	<ul style="list-style-type: none"> • Plan • Evidence of plan review • Feedback from individuals 	<ul style="list-style-type: none"> • Plan • Evidence of plan review • Feedback from individuals • Evidence/ monitoring of feedback

1.2 Describe how you assess the strengths and weaknesses of carbon reduction strategy such as cycle of evaluation and review.

Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
There is a plan in place to assess strengths and weaknesses for delivery of the strategy for	There is evidence of action planning, plus a cycle of evaluation and review of the plan. There are methods for	In addition, actions are identified relating to sustaining strengths/good practice. Assessment of



carbon reduction across the organisation.	individuals to feedback directly or anonymously, this feedback is evidenced in the review cycle.	supply chain mental health commitments and activities evidenced.
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2. There is a designated leader, coordinator or coordinating committee for carbon reduction, supported by champions and managers across the organisation (for smaller organisations the leader may be supported with external advice or support).		
2.1 Attach evidence that there is a designated leader for carbon reduction strategy.		
Possible evidence (<i>this list is not exhaustive</i>)		
<ul style="list-style-type: none"> • Role description • Strategy • Website/intranet screenshots 		
Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
Evidence attached		

2.2 Describe the role of the carbon reduction strategy leader and the responsibilities of others in the implementation of strategy.		
Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
There is an identified lead for the carbon reduction strategy, but it is clear that the implementation of the strategy is everyone's responsibility. For a smaller organisation this may be the owner, or senior leader.	Role models from across the organisation are identified as champions to support the implementation of the strategy (for very small organisations this will involve all people recognising their role).	The organisation's leaders are at the forefront of the strategy, modelling behaviour and expectations from the top. The identified lead's role is in monitoring and review as the strategy is embedded and works without their input (although for SMEs the lead will need to be more actively involved). Carbon reduction is a standard item on the board or



		governance meeting (or team meetings for SMEs).
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3. Community, national or international carbon reduction events are seen as part of a year-round cycle or a celebration of the organisation's commitment, rather than a one-off awareness event.

3.1 Attach evidence that carbon reduction events are carried out throughout the year.

Possible evidence (*this list is not exhaustive*)

- Staff communications
- Website/ intranet screenshots
- Marketing materials
- Photos/videos

Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
Evidence attached		

3.2 Give examples of organisational carbon reduction events that celebrate and encourage engagement with community, national or international carbon reduction.

Bronze	Silver (<i>as Bronze, but also...</i>)	Gold (<i>as Silver, but also...</i>)
The organisation celebrates and encourages engagement with community, national or international carbon reduction events (this will vary according to the size of the organisation, available resources and may involve being involved in events run by other organisations, rather than run by a small organisation).	Community, national and international carbon reduction events are linked to the organisation's strategy and seen as a celebration of the culture across the organisation, for example recognising individuals' contributions with an award (this will vary according to the size of the organisation, available resources and may involve being involved in events run by other organisations,	There are year-round themes relating to carbon reduction, each providing an opportunity for discussion, reflection, awareness of unconscious biases and tackling stigma not just in the organisation, but also in the community. There is evidence of collaboration with external carbon reduction partners to jointly promote good practice, areas of support and national events or campaigns



	rather than run by a small organisation).	(this will vary according to the size of the organisation, available resources and may involve being involved in events run by other organisations, rather than run by a small organisation).
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