

PROACTIVELY SUPPORTING YOUR PEOPLE TO REDUCE THEIR EMISSIONS

Climate Leaders Coalition 2022



FUTUREFIT
BY AUCKLAND COUNCIL



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AGENDA

- Climate change context and insights
- FutureFit in Business
- Top tips for engaging with your staff on climate action
- Q&As

Mō tatou, ā, mō kā uri ā muri ake nei
For us and our children after us

Top insight from climate science

Supporting **household** behaviour change is crucial.

“ *It is necessary to at least halve mean global household CO2 emissions by 2030, with very steep reductions required for wealthy households.*

Source: *10 New Insights from Climate Science 2021*, from Future Earth, The Earth League Azote and World Climate Research Programme (shared at Cop26 2021)



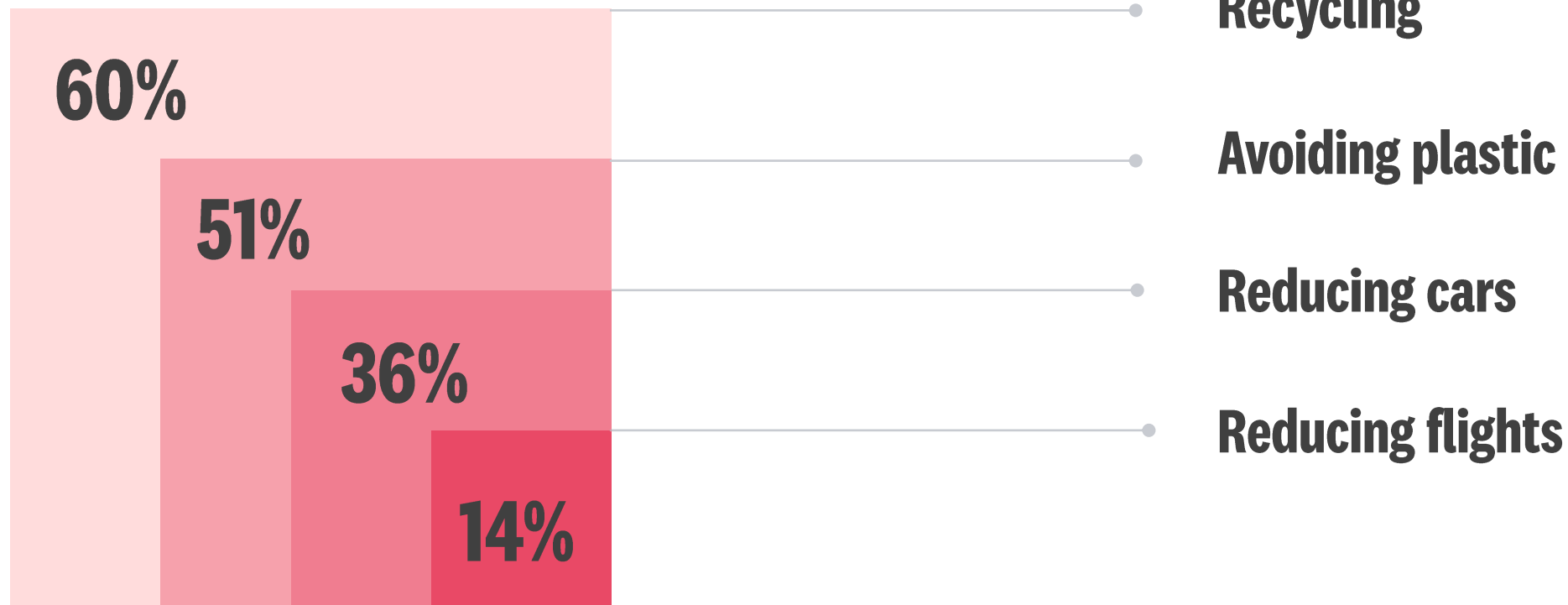
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82% OF PEOPLE SAY THEY WANT TO TAKE CLIMATE ACTION

Source: *Aucklander's attitudes to climate change 2019, Colmar Brunton*



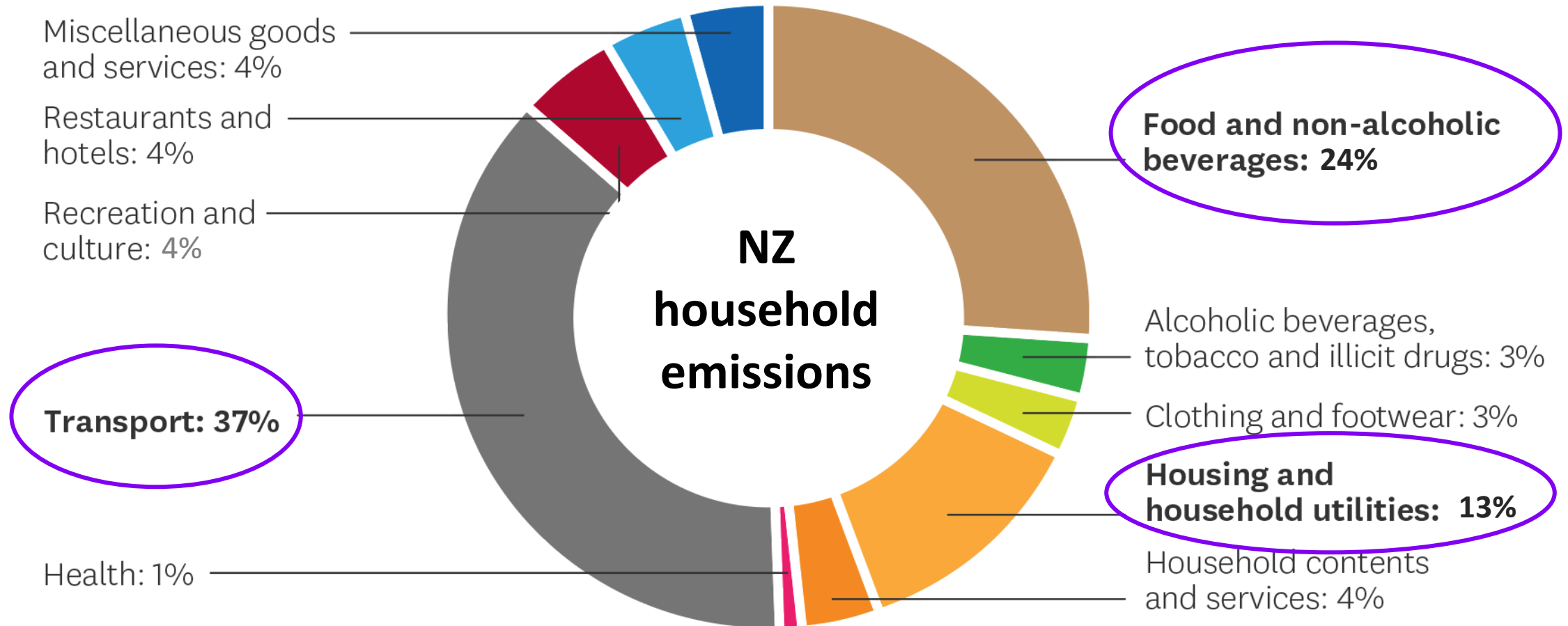
Actions PERCEIVED as most impactful



Source: *New Zealander's climate change attitudes and actions survey 2021, EECA.*

SUPPORTING HOUSEHOLD CHANGE

People create consumption emissions and can therefore change



Source: Stats NZ consumption emissions 2021 (most recent data available, 2019)

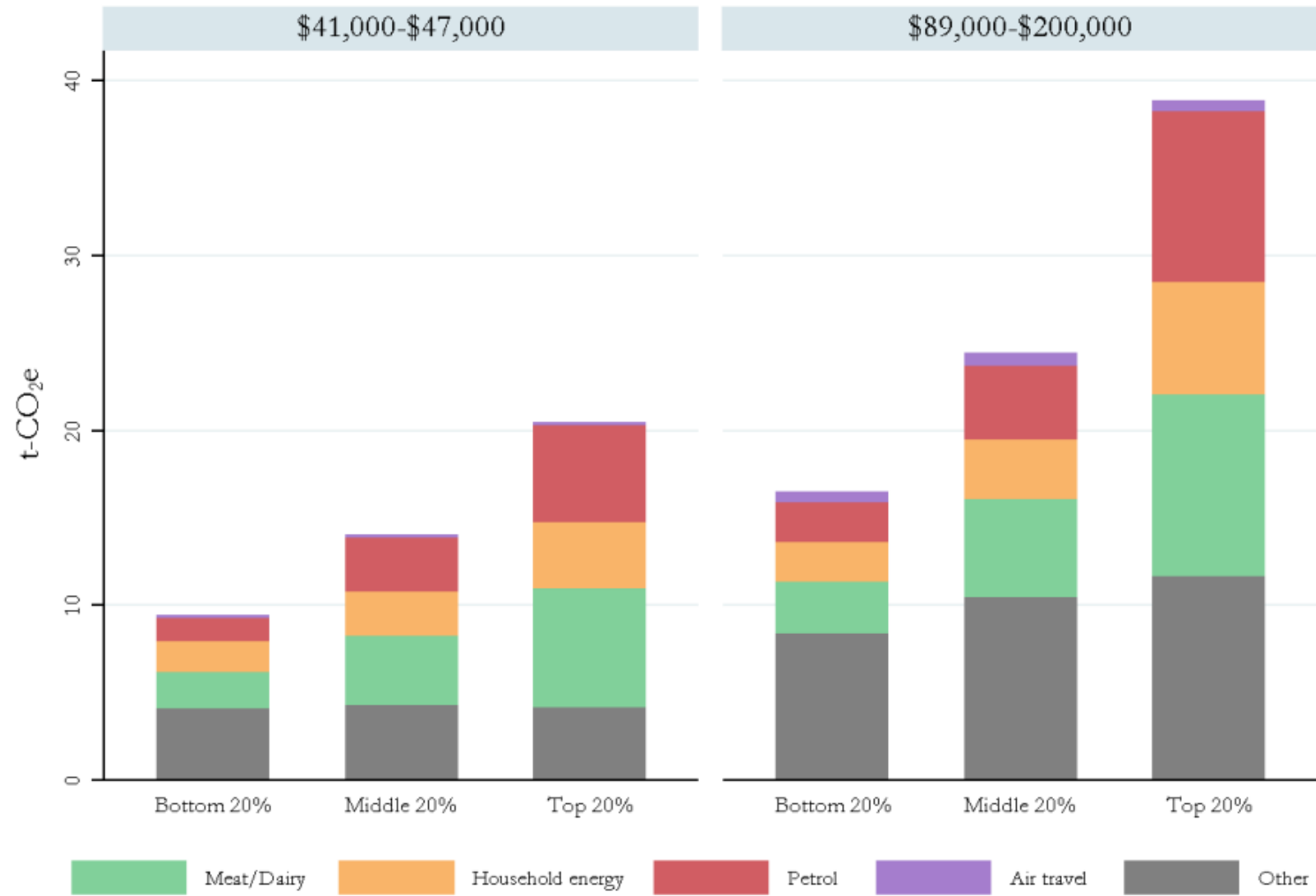
Income and carbon emissions

Research from Motu indicates income is directly proportional to emissions - those who earn higher incomes tend to consume more and therefore create higher emissions.









Source of graph: [Who's Going Green? Decomposing the Change in Household Consumption Emissions](#), Motu 2016

Comparing emissions from top, middle and bottom 20% of emitting households for two expenditure levels.



ACTIONS WITH THE GREATEST IMPACT, kg CO₂e PER YEAR

	Fly less: Holiday in NZ instead of a long-haul flight	7000
	Use your car less: Replace your petrol car with an EV or e-Bike	1200
	Use less power and renewable: Install off-grid solar power + batteries	700
	Shop less: If you do need to shop, buy second hand	300
	Eat plant based more often: Choose two meat-free days/wk	150
	Recycle: Reuse plastic bottles and containers for shopping	20

But everyone is different – your lifestyle matters

CARBON FOOTPRINT CALCULATOR

Gap in the New Zealand market

Education *and* ongoing behaviour change

Delivers on the United Nations Sustainable Development Goals and Paris Agreement



Tool to assist all NZ Councils and corporates meet regional/business climate objectives



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DISCOVER YOUR IMPACT ON THE PLANET



60,000 PEOPLE
2,500 TONNES

FUTUREFIT IN BUSINESS

Programme developed for large NZ businesses, by businesses

Support staff to build resilience and take climate action

12-month staff engagement programme

Easy to roll out and includes full package of collateral

Business-specific reporting and insights



TOP TIPS TO ENGAGE STAFF IN CLIMATE ACTION



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Top Tip #1 Get senior leadership on board early

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Claudia Wyss Apr 6

I'm on the [#FutureFit](#) bus too!

Not only in my passion for public transport, but also by swapping out meat for some super green, healthy lunch and snack options.

Let's make this world a better place not just now, but also for future generations.

I hope others can join in by being [#KALEBLAZERS!](#)



cc: Jim Stabback, Barry Potter, Craig Hobbs, Herewini Te Koha, Megan Tyler, Peter Gudsell, Phil Wilson, and Richard Jarrett



Edited

o the FutureFit crew for the AMAZING goodie basket for our team
f us jumping online updating our actions straight away 🙌 Incen



Top Tip #2

Activate your network of sustainability champions



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Top Tip #1
Get senior
leadership on
board early

Top Tip #2
Activate your
network of
sustainability
champions

Top Tip #3 Incentivise staff with competitions and prizes



The two overall winners will receive the exclusive use of a **BMW i3** (electric vehicle) for one month. Plus there's loads of other prizes up for grabs.

What's in it for you?

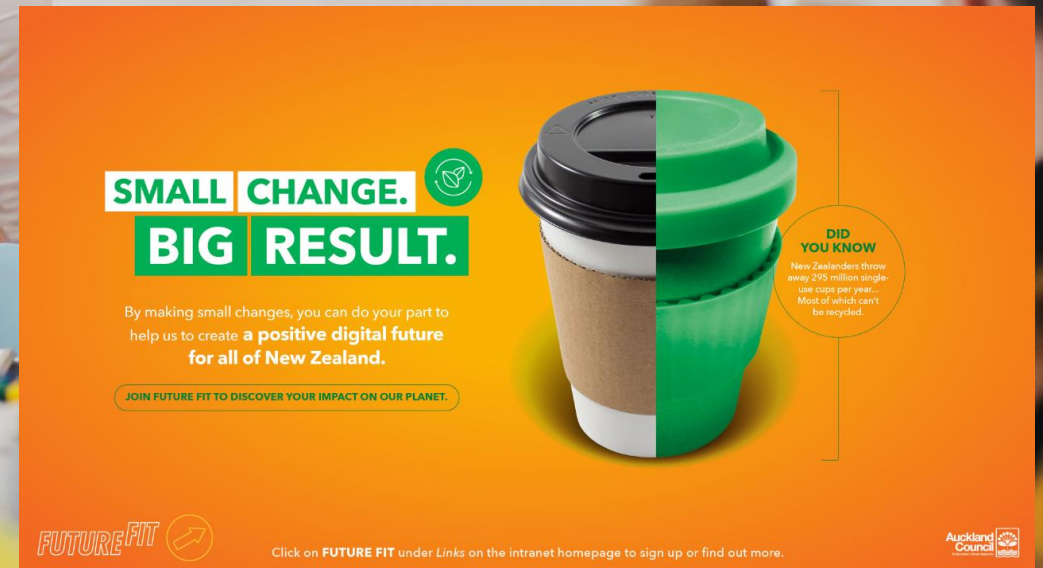
Apart from taking control of your own emissions and doing your part to reduce climate change, there are also fantastic prizes up for grabs.

You could win:

- Exclusive use of a BMW i3 electric vehicle for a whole month (two to be won)
- Samsung Galaxy Active 2 Watch
- One night for two at Intercontinental Wellington
- One night for two at Sky City Auckland
- One night for two at Rydges Latimer Christchurch
- Two nights for two at Heritage Queenstown
- Plus loads of spot prizes in the form of devices, accessories and Spark Arena tickets!

Top Tip # 4

Support of internal teams such as comms, and the right channel mix





Spark^{nz}

**Top Tip #3
Incentivise staff
with competitions
and prizes**

**Top Tip # 4
Support of internal
teams such as
comms, and the
right channel mix**

Top Tip #5
Identify
barriers to
action and
make a plan to
address



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500+ staff (10%) signed up
850+ staff (17%) completed footprint
21 tonnes CO2e avoided since May
Ongoing: senior-level visibility, comms
planning & campaigns

ASB

FUTURE FIT.NZ

For further information:

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