



HEROES AT WORK

Your guide to setting up an
employee sustainability
working group

Welcome Hero

You don't need a big budget, a formal role, or permission from leadership to start making a difference.

Real change often starts with small groups of people who care and take action.

This starter kit will help you:

- Launch a sustainability working group for your organisation
- Recruit and build a team of like-minded colleagues
- Reduce your workplace carbon footprint
- Grow momentum across your organisation for reaching net zero
- Influence decision-makers to take climate action

Let's get started.

“Never doubt that a small group of thoughtful committed citizens can change the world: Indeed it's the only thing that ever has.”

Margaret Mead

Why take action?

The vast majority of carbon emissions are due to the activities of industry and corporations.

Carbon emissions by source, 2024.



- Industry and corporations
- Direct Individual emissions
- Agriculture and mixed sources

However, the emissions produced by industry are driven by the demand of consumers.





Step 1: Build your Hero Squad

Every movement starts with a few people.

Your goal is to bring together a small group of colleagues who care about climate change and want to act. Together, you can found a sustainability working group for your organisation.

Your First actions:

- If you haven't already, create your Net Zero Hero profile and calculate your own Carbon Footprint
- Identify 2–5 colleagues who might be interested
- Set up a group (Teams, Slack, WhatsApp)
- Invite everyone to create their own Net Zero Hero account and set up your team dashboard.
- Agree your mission, how often you will meet and what everyone's roles are.

Top Tip

Pass this guide on to colleagues who you think might be interested in joining your working group.



Head to
NetZeroHeroes.org
to create your profile.



What is a Sustainability working group?

A group of colleagues who meet regularly to identify opportunities to reduce your organisations carbon footprint.

Together, you will work to encourage the decision-makers in your organisation to adopt policies and practices that reduce the organisations carbon footprint.

As a group of heroes, you will lead by example. Making changes in your own day-to-day work, building momentum across teams, and helping others feel confident to take action too.

Over time, your collective voice can turn small ideas into meaningful change, shaping a workplace that's not just talking about sustainability, but actively delivering it.

Step 2: Make it visible

Make sure you get the recognition you deserve.

This isn't just good for the planet, it's good for your career.

You are helping your organisation to achieve its net zero goals, showing initiative and increasing your visibility to senior leaders.

Take these steps:

- Tell your manager what you're doing, get their buy-in.
- Position it as:
 - Leadership experience
 - Initiative
 - Team engagement
- Link it to company goals (CSR, development, reputation)

Step 3: Take quick action

Start with easy, visible changes that build momentum.

Energy habits

- Turn off laptops and equipment overnight or when not in use
- Encourage energy saving settings for office infrastructure

Food & catering

- Introduce meat-free or low-carbon catering for meetings and events
- Reduce food waste

Travel changes

- Organise lift shares
- Encourage public transport or cycling
- Swap journeys for video calls

Small actions add up quickly when lots of people take part.

Top Tip

Print the pages from the back of this pack to use as posters around your workplace.



Step 4: Track your Impact

To influence decision-makers, you need evidence.

Once you know your goals, decide how you are going to track them. You can use Net Zero Heroes to track your individual and team efforts, but for your organisation you might want to consider tracking:

- Number of people involved
- Feedback from colleagues
- Adoption rates for new practices and behaviours
- Estimated carbon savings
- Cost savings (if possible)

Leaders are more likely to act when they see there is a demand from employees, practical solutions and clear benefits.

Once you have the leadership on side, you can start to think bigger. Review energy contracts, influence work-from-home policies and ensure the company pension is invested sustainably.



Step 5: Keep up the momentum

Make sustainability fun, social, and visible.

Run a challenge such as a 'lowest carbon commute' competition or a team v team challenge.

Keep recruiting people by sharing updates on internal channels such as Slack or Teams. Share wins and achievements in meetings or newsletters and celebrate individuals and teams as they make progress.

Start today

Create your profile at
NetZeroHeroes.org



Top Tip

When you present your case to the leadership, frame it in business terms.

- You are saving the company money
- You are strengthening reputation
- Corporate Social Responsibility attracts and retains talent
- You are helping the organisation prepare for future regulation

HEROES DON'T HAVE TO BE PERFECT

Change takes time and business priorities might mean some changes are impossible. But don't let that discourage you.

Being a Net Zero Hero doesn't mean you have to make your organisation perfect. It's about doing what you can and improving over time.

Let's get started

On the following pages we have provided some posters that you can use for your workplace.

Add your contact details so that people who are interested in joining you can get in touch.



Step 6: Consider offsetting

Carbon offsetting involves investing in projects that reduce or remove carbon from the atmosphere such as reforestation or renewable energy initiatives to balance out emissions produced elsewhere.

While offsetting should never replace efforts to reduce emissions at source, it can play a useful role as part of a broader net zero strategy, particularly for unavoidable activities like business travel or supply chain impacts.

Take these steps:

- Calculate the organisations footprint
 - Not sure where to start? Calculate just one thing, such as the footprint of business travel.
- Choose your offsetting scheme
 - Ensure that projects are independently verified and report on their progress.
- Present to leadership
 - Present an evidence based proposal that focuses on the companies net zero goals, organisational reputation and customer expectations.



BE A HERO

Worried about our impact on the environment?

Want to improve company policies and working practices?

Join the sustainability working group and help us reach our net zero goals.

- Help reduce the company's carbon footprint
- Influence policies and working practices
- Be part of the team driving change

For more info contact:



START YOUR HERO JOURNEY

Find out your own carbon footprint and become a Net Zero Hero today.

www.NetZeroHeroes.org





BE A HERO

Switch off your laptop overnight

Turning Off your computer or laptop overnight, instead of leaving it on standby, could save up to 1kg of CO₂e per year.*

**Imperial College London*

The more carbon emissions we save as individuals, the more collective impact we can have to reduce climate change.



START YOUR HERO JOURNEY

Find out your own carbon footprint and become a Net Zero Hero today.

www.NetZeroHeroes.org





BE A HERO

Help us reach net zero

You can help reduce our carbon footprint.

- Turn off equipment when not in use, rather than leaving on standby.
- Avoid leaving engines idling wherever possible
- Ensure waste is segregated properly for recycling

Want to do more?

Join the sustainability working group and help us reach our net zero goals.

For more info contact:



START YOUR HERO JOURNEY

Find out your own carbon footprint and become a Net Zero Hero today.

www.NetZeroHeroes.org

