

Learn more and sign up to become a member at defendourfuture.org

Your Guide to Employee Action for Climate



The Climate Challenge

Climate change will affect every aspect of our society and economy, but it's not too late to make a difference. The change starts with YOU.



migration, poor air quality, and cascading economic disruption.

We must rally action now from governments and companies to drive toward a 100% Clean Economy by 2050.

We're at a crossroads, but effective climate action can stimulate technology innovation, create more sustainable jobs, support environmental justice, and bring about the change we need.

Without action, the Earth will face unimaginable crises – food and water scarcity, severe floods, large-scale climate



How Can Your Voice Boost Companies' Ambition To Get Real On Climate?



"[Our focus on sustainability] has made us an absolute magnet for talent." - Alan Jope, CEO of Unilever

How Can The Private Sector Be A Part Of The Solution?

NEW VOICES FOR CHANGE

To date, the private sector's voice has been dominated by energy companies and trade associations blocking the policies we need to avert the climate crisis. It's time to engage companies as positive voices in the climate debate and as stewards of their employees and communities.



COMPANIES CAN TURN THE TIDE ON CLIMATE CHANGE IN FOUR WAYS:

Target

Set the ambitious, science-based goals that the world needs.

Collaborate

Collaborate with strategic partners to increase impact.

Innovate

Accelerate and deploy technology breakthroughs.

Advocate

Pursue a science based climate policy agenda.

In addition to ambitious targets, strategic collaborations and technological innovations, the political influence of private sector for climate policies is a critical tool in creating the desired shift.

Learn more about [Climate Policy Leadership](#)

YOUR POWER

A company's most important asset is their **people**. You can make your voice heard to make sure companies know that the talent cares about climate. You can create a bigger impact through collective employee action.

If business leaders believe that acting on climate change is required to compete for **Talent** and to manage **Reputational** and **Business Risk**, then they will act. Stronger business leadership will help bring about policy change.

Key Considerations In Assessing Your Organization

► Has your organization made public and tangible commitments to address climate change? Are these science-based targets with defined timelines?

climate policy and regulation (e.g., American Petroleum Institute, National Association of Manufacturers, If so, do you believe the company is using its influence to improve the trade associations' positions?

► Is the company actively supporting public policies to address climate change and achieve net-zero emissions?

► How does your company empower employees to fight climate change and voice concerns?

► Is the company a member of trade associations that oppose

Your Collective Voice – Employee Action

As an employee you can push boundaries and act as a change agent, fighting for the cause you believe in. Here is an outline of what your action strategy could look like:

CONNECT

- ▶ Share your concerns and knowledge about the organization with your colleagues and friends.
- ▶ Know the available resources within your organization, such as employee resource groups.
- ▶ Identify and connect with supporters and strategic partners such as NGOs and employee groups in other companies.

CREATE

- ▶ Map out your key audience, partners and resources, and design an outreach strategy.
- ▶ Use your team's expertise to identify sector priorities, high impact areas and pressure points.
- ▶ Work with your team on a mobilization plan to drive climate action and policy advocacy through your employer.

COMMUNICATE

- ▶ Use your social and professional networks to spread the word.
- ▶ Use petition tools and media platforms to reach company leadership.
- ▶ Follow-up with the key stakeholders to maintain the momentum and ensure accountability.

Ensure that your voice is heard.



How Can YOU Act?

Companies are starting to take action, and you can make sure your employer's actions resonate with Your Values:

LEAD

- ▶ Build an action team.
- ▶ Co-develop and implement outreach effort.
- ▶ Collaborate with colleagues and strategic partners.
- ▶ Identify and set-up communication tools and platforms.

MOBILIZE

- ▶ Engage with the action team.
- ▶ Build momentum for the movement.
- ▶ Support research and analysis.
- ▶ Share resources.

SUPPORT

- ▶ Support the action team.
- ▶ Sign and share petitions.
- ▶ Participate in dialogues.

*"I have a chance here to influence Amazon to become a climate leader, and I think that's the biggest impact that I personally can bring to the fight." - **Maren Costa**, a principal UX designer at Amazon*

AMAZON EMPLOYEES: THE CASE OF COLLECTIVE ACTION

A group of committed Amazon employees is advocating for action on climate change, including through a shareholder resolution and an employee walkout. This led the company to adopt a climate change plan.

Key demands by the employees:

- ▶ achieve zero carbon emissions by 2030.

- ▶ stop donating to politicians and lobbying groups that deny the reality of climate change.

- ▶ stop working with oil and gas companies to optimize fossil fuel extraction.

Read: [How tech workers are confronting the climate crisis inside their companies](#)

Employee organizing has the opportunity to create real change.

RESOURCES AND TOOLS

Below are some tools and platforms you could use to organize:

- ▶ Petition tools (A simple but efficient one - Google doc, [Coworker.org](#), [Change.org](#))
- ▶ [A simple guide to talking about workplace issues with your coworkers](#), by Coworker.org
- ▶ [Do's and Don'ts for Engaging Colleagues and Supporters on a Workplace Issue](#), by Coworker.org
- ▶ Resources by [ClimateVoice.org](#)

Here are some places you can look for the leaders and laggards in your sector:

- ▶ [InfluenceMap](#)
- ▶ [RE100](#)
- ▶ [Science Based Targets](#)
- ▶ [CEO Climate Dialogue](#)



COMPANIES STEPPING UP

MARS

Actively promoting public policies to tackle climate change issues as a member of the [Sustainable Food Policy Alliance](#).



Leading actions to engage trade associations and business groups on climate policy ([letter to trade associations](#))



One of the automakers taking lead in supporting stricter car emission [standards](#) imposed by the California government