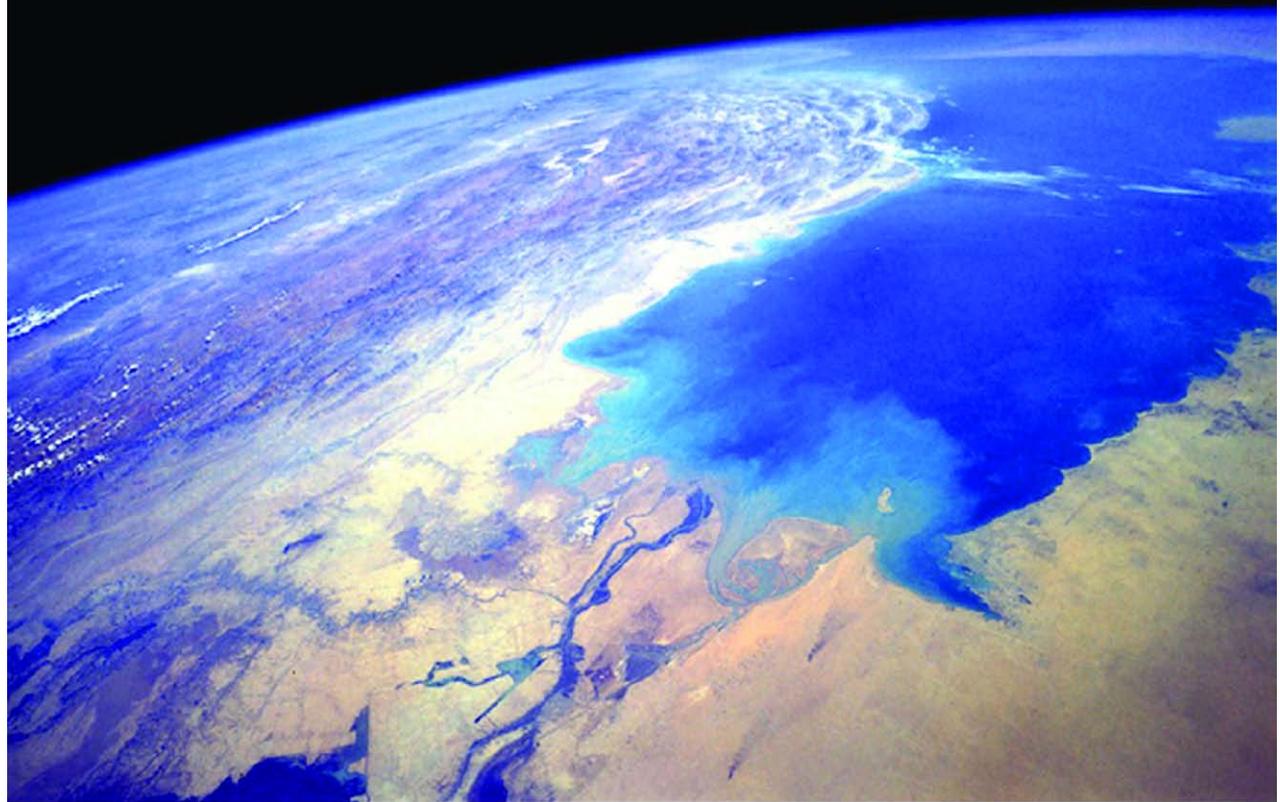


# Cool Corporate Citizen<sup>sm</sup>

BECOMING PART OF THE GLOBAL WARMING SOLUTION



A PROGRAM OF EMPOWERMENT INSTITUTE

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## Overview

Our civilization's central organizing project is to transform our adverse impact on the climate system before we reach an irreversible tipping point. Al Gore calls our current situation a "planetary emergency." To accomplish this transformation requires a boldness, innovation and speed unlike anything humanity has ever faced. It requires nothing short of reinventing the world. To succeed in this extraordinary venture demands all hands on deck. The Cool Corporate Citizen program is an opportunity for business to make a major contribution to this planetary transformation. It moves beyond corporate social responsibility – "I minimize the harm that I do" into corporate social engagement – "I maximize the good that I do." It invites businesses to become social innovators and change leaders in a way that benefits all of their stakeholders and the planet.

Cool Corporate Citizen is a three-part program built around a set of carbon reduction behavior change tools. Simply, the company reduces its carbon footprint (corporate social responsibility), and then empowers employees and community residents to do the same (corporate social engagement).

The program utilizes a proven methodology developed by Empowerment Institute – the world's premier consulting and training organization specializing in behavior change and community empowerment. Empowerment Institute has helped over 250,000 people reduce their environmental footprint by 25% and trained dozens of communities to successfully implement this methodology. At the heart of this methodology is the acclaimed *Low Carbon Diet: A 30 Day Program to Lose 5,000 Pounds* and the Cool Community strategy and tools.

## The Need and the Opportunity

Our scientists tell us that we must act now to mitigate the most severe effects of climate change; that we have a very small window before we reach an irreversible tipping point, after which the planet will become inhospitable for human life. According to Jim Hansen, NASA's chief climate scientist, "we have at most 10 years to alter fundamentally the trajectory of global greenhouse gas emissions and take significant actions to reduce them" in order to avoid "disastrous effects." But most of the solutions currently being explored will not come into play until well after this ten year window. Where can we find the agility to meet this urgent demand with substantive carbon reduction? The answer, surprisingly, is in the residential sector.

Our daily lifestyles represent half of America's carbon footprint and our purchases influence the other half. Households represent between 50% and 90% of a community's carbon footprint. How we live our lives is a major part of both the problem and the solution. Addressing climate change at a residential level is the low-hanging fruit because we can make these changes immediately without waiting for major policy initiatives, new technologies or alternative energy sources to scale up. Further, engaging the citizens of a community builds demand for bold policy changes and the green products and services needed to sustain a climate change movement.

Fortunately, new research shows that there is an unprecedented readiness among individuals to take personal action on the issue of global warming. A recent Yale University study of 1,000 adults indicated that 75% of Americans recognize that their own behavior can help reduce global warming, and 81% believe it is their responsibility to do something about it.

The study also found that an increasing number of Americans are expecting the business sector to play a strong role in tackling this issue. Summarizing the report, Yale Center for Environmental Law and Policy Director Dan Esty states: "It's clear that the public is not waiting for the government to take the lead. Americans no longer think it's entirely the domain of government to solve environmental problems. They also expect companies to step up and address climate change."

## How the Program Works

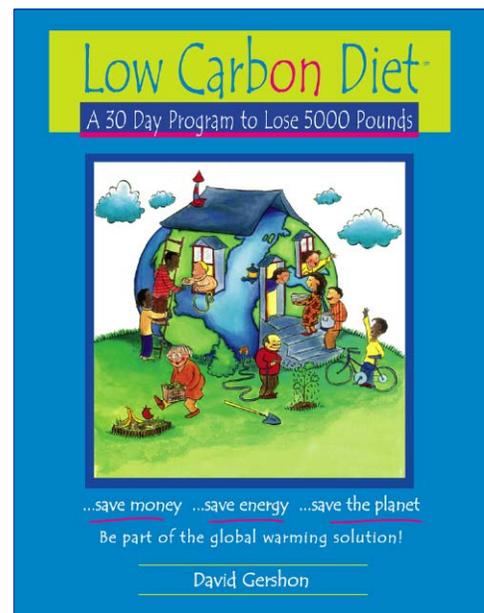
The following three-part process is done in parallel with each part reinforcing the other.

### Part 1: Reduce business carbon footprint.

- Assess business carbon footprint and identify energy efficiency, cost savings and process improvements.
- Assess each employee's carbon footprint and identify opportunities for improvement and cost savings.
- Develop a plan to reduce business and employee carbon footprint supported by benchmarking metrics linked to best practices.
- Deploy the "EcoTeam" behavior change process to assist in implementing the plan.
- Implement the plan, monitor results, learn from feedback and adjust.

### Part 2: Support employees to reduce their household carbon footprint.

- Host workshops in-house ("Global Warming Cafés") to introduce the *Low Carbon Diet* to employees.
- At the end of each workshop, invite employees to form household-based EcoTeams – approximately eight people who serve as a peer support group for completing the carbon-reduction program. (Like a Weight Watchers support group for one's carbon diet, EcoTeams follow a series of four structured meetings guiding participants through the diet's carefully crafted carbon reduction actions. Households participating in the pilot program reduced their carbon footprint by 24%.)
- Utilize employee household carbon reduction knowledge and motivation to help lead and sustain the business carbon reduction strategy.



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### **Part 3: Help community residents reduce their carbon footprint.**

As part of the company's volunteer program, interested employees who have participated in EcoTeams implement the *Low Carbon Diet* program in their community. Called a Cool Community campaign, its goal is to engage up to 85% of the citizens of the community in the *Low Carbon Diet*. The campaign deploys the following strategy.

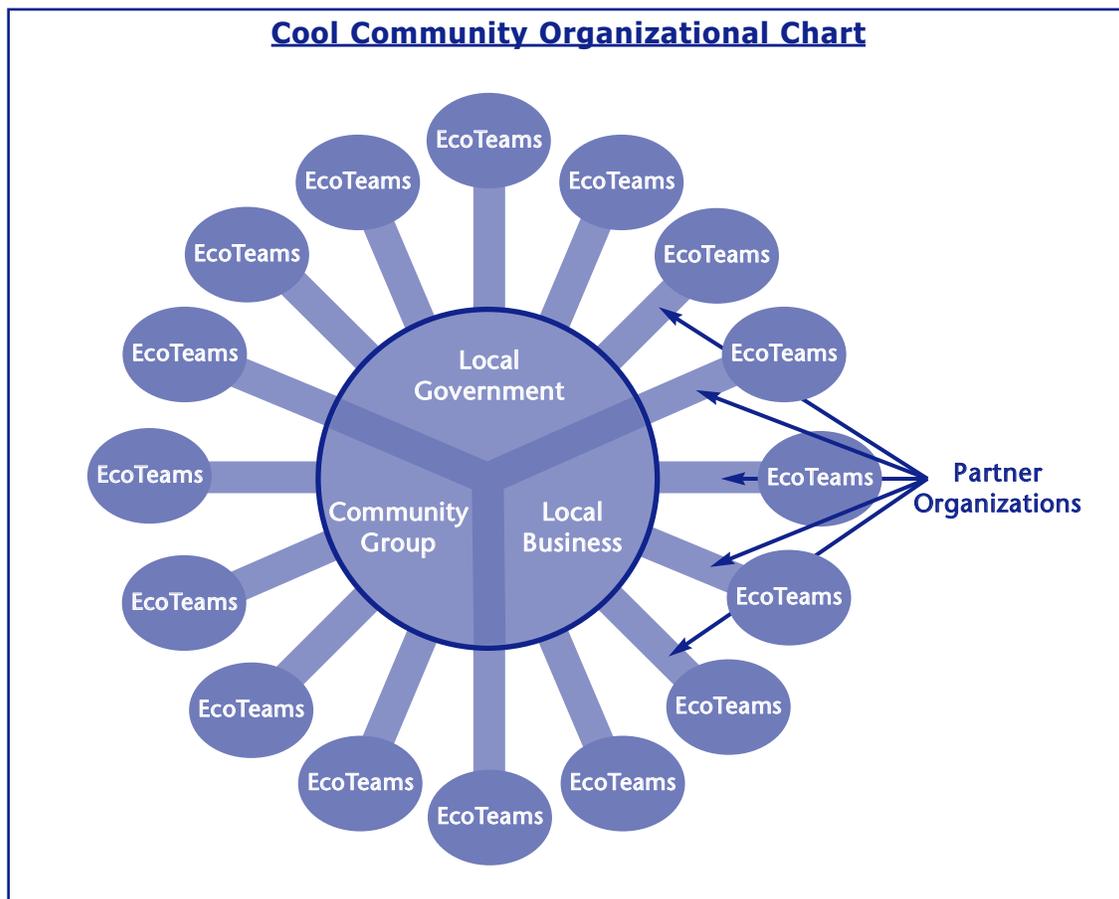
- Identify the carbon footprint of the residential sector of the community.
- Set a CO<sub>2</sub> reduction target and timeline (recommended 20% by 2010).
- Bring together local organizations across all sectors to serve as partners in implementing the campaign. This includes government, environmental organizations, businesses, neighborhood associations, faith-based groups, service clubs and educational institutions.
- Host, with lead partners, a 2-day Empowerment Institute capacity-building training with follow-up coaching for volunteer leaders from each participating partner organization. Participants learn the *Low Carbon Diet* and Cool Community empowerment strategies.
- Partner organizations then host Global Warming Café workshops to introduce the *Low Carbon Diet* and the Cool Community campaign to all the people in their sphere of influence including employees, members, customers, constituents and network.
- At the end of the Global Warming Café, participants are invited to form EcoTeams. The target for each partner organization is to form 25 EcoTeams a year over two years (50 in total).
- Momentum for the campaign is built through a visible feedback loop that shows the individual drops filling the bucket. Results are reported and compiled on a graphically engaging website. Reported results include number of partner organizations, teams formed per partner, CO<sub>2</sub> savings per partner, average CO<sub>2</sub> reduction per household, and cumulative results against quarterly and final community goals.

### **Organizing Strategy Example**

- Total population of municipality or region is 100,000.
- With 2.5 people per household on average, this equates to 40,000 households.
- The campaign's maximum participation target is 85% or 34,000 households.
- With an average of eight households per EcoTeam, 85% of the households represents 4,250 EcoTeams.
- To achieve this number requires the participation of approximately 85 local campaign partners with each committing to form 50 EcoTeams over two years.

## Municipality's role

- 1) Help campaign management team identify and mobilize partner organizations.
- 2) Mayor or top elected official, with the campaign management team, hosts a community meeting to introduce the campaign and invite partner organizations to participate.
- 3) Municipality actively engages in the campaign through the participation of elected officials on "Turbo EcoTeams" and serves as one of the partner organizations engaging employees.
- 4) Local government, company or community group website is used as a feedback hub of community progress toward campaign goals.
- 5) Municipality provides recognition for accomplishments of partner organizations.



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## Cool Community Capacity-Building Training Objectives

- Learn the campaign design and change architecture including goals, implementation strategy, social diffusion process, and feedback structure.
- Integrate the campaign into existing community-based carbon reduction strategies of policy development, education/outreach, media information campaigns, financial incentives and green products and services.
- Build skills in hosting a Global Warming Café including recruitment of participants, working with different time formats, room design and ambience, facilitation of World Café process, presentation of *Low Carbon Diet* slide presentation with FAQ, and EcoTeam formation.
- Build skills and learn tools for management of EcoTeams, ongoing collection of team carbon reduction results and posting to campaign website.
- Build skills in empowerment behavior change coaching for supporting EcoTeams in accomplishing their goals.
- Develop a personal, organizational and community vision around participation in the campaign.
- Cultivate opportunities for synergy between organizations to create multiple benefits for participants and the community.
- Organize an implementation support system for partner organizations of buddies, community of practice groups, monthly master classes and web.

## Empowerment Institute Responsibilities

- Deliver 2-day capacity building training for partner organizations.
- Provide 12 monthly 1-hour master classes, via conference call, for partner organizations focusing on program implementation and best practice exchange.
- Provide 12 hours of consultation to campaign management team.

## Campaign Manager Responsibilities

*These responsibilities are held by the business initiating the campaign or divided among several lead partners such as local government and a community group. The staffing required to manage the campaign is estimated to be one full time equivalent over two or three years.*

- Support local government in creating a community carbon reduction goal, if it does not already exist, and identify residential sector carbon footprint.
- Recruit partner organizations and arrange logistics for capacity-building training.
- Integrate campaign into other community-based carbon reduction initiatives.
- Manage monthly master class agenda, participation of partners and call logistics.
- Support partner organizations through empowerment coaching and the support systems in staying on track with their EcoTeam formation goals.
- Develop Cool Community campaign website for posting of results. This can be expanded to include more functions, such as best practices, as resources permit.

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The site can either be sponsored by the company or be a sub-section of the corporation's existing website.

- Collect EcoTeam results from partner organizations and post on website.
- Manage outreach to the media as part of the enrollment and feedback system.
- If desired, distribute a co-branded version of *Low Carbon Diet* for participating community residents.

### **Cool Corporate Citizen Benefits**

"More than ever, people want to know about companies' corporate citizenship efforts, and they will form opinions of a company's brand and reputation based on those efforts. Sophisticated companies will move beyond merely writing checks and doing short-term cause-related promotions to creating deeper social commitments. These activities should be long-term, credible and integrated into companies' overall business strategy, and they should involve consumers, employees and communities." – Cone Corporate Citizenship Study

The Cool Corporate Citizen program provides a substantive and profound opportunity to meet this need. It will help the company become a citizenship leader today and the face of the company for the next generation. As a campaign partner and sponsor a company can benefit in the following ways.

1. Attract and retain top talent employees because company is recognized as socially engaged on the issue of climate change.
2. Increase customer loyalty because of company leadership around the issue of climate change.
3. Increase employee carbon literacy and morale through participation on EcoTeams which can help drive and sustain company carbon reduction strategy.
4. Develop employee leadership skills through managing the Cool Community campaign.
5. Build strong partnerships with local government, community organizations and other businesses.
6. Strengthen community visibility and goodwill through being listed as a sponsor on materials including *Low Carbon Diet*, launch event, press releases and website.

### **Empowerment Institute Services**

- Delivery of the Cool Community Capacity Building Program
- Change leadership consulting, training and coaching for implementation of the Cool Corporate Citizen program

#### **Empowerment Institute Contact Information**

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## Praise for Cool Corporate Citizen and *Low Carbon Diet*

"We've always believed that we are more successful when we work together with our stakeholders towards common goals. Cool Corporate Citizen is a great opportunity to act on that belief holistically - through our own actions as a business, our employee volunteerism program and our outreach into the local community - all in an effort to raise awareness and change behavior related to greenhouse gas emissions."

– *Mike Dupee, Vice President, Corporate Social Responsibility, Green Mountain Coffee Roasters*

"One of our major objectives as a company is to reduce our impact on global warming. Educating our people on how to change their behaviors contributing to this problem is one of our key strategies. With an educated workforce we then wish to reach out to our community and customers. Cool Corporate Citizen is the perfect tool to help us do this. The program is also a lot of darn fun."

– *Gregor Barnum, Director of Corporate Consciousness, Seventh Generation*

"Cool Corporate Citizen is a well designed approach for accelerated learning and effective action around carbon reduction. It helps generate employee interest in wanting to learn and then translates this learning into behavior change and community engagement. It is a model that can be employed in any organization. It is a great resource for our business community and we are proud to be a partner in disseminating it."

– *Joe Laur, Steward, Society for Organizational Learning, Sustainability Consortium*

"Learning how to engage people around the issue of global warming and then helping them take action is critical to achieving the needed changes. Cool Corporate Citizen provides a framework and tools enabling organizations and communities to participate in meaningful conversations and effective action. I have introduced the materials to corporations, municipalities, non-profit groups and neighbors – all of whom are now keen to draw on this program."

– *Charles Holmes, Learning Strategies Group, Faculty of Business, Simon Fraser University*

"*Low Carbon Diet* is a step-by-step program, à la Weight Watchers, designed to reduce a person's carbon footprint. . . . Replete with checklists and illustrations, this user-friendly guide is a serious attempt at changing American energy-consumption behavior. . . . The timing for a book offering day-to-day solutions to an overwhelming global problem couldn't be better."

– *Christian Science Monitor*

"*Low Carbon Diet* is fabulous! It couldn't be more timely. It's practical, accessible and effective. Getting people to take on global warming at a personal level is critical to tackling the issue. This book can make a huge difference."

– *Denis Hayes, Co-founder, Earth Day, President and CEO, Bullitt Foundation*

"*Low Carbon Diet* has succeeded in creating a win-win proposition: save money, save energy and most importantly save the planet."

– *Eileen Claussen, President, Pew Center on Global Climate Change*

"*Low Carbon Diet* couldn't be timelier in presenting people an action plan for addressing climate change, just when the collective consciousness is bending in that direction . . . The book helps self-organized teams dramatically reduce their carbon footprint."

– *Leverage Points, Pegasus Communications*