



Herefordshire Business

30 FOR 2030

30 Herefordshire organisations on 30 journeys to net zero by 2030

30 FOR 2030 IS A NEW EXCITING BUSINESS INITIATIVE TO ENCOURAGE AND MOBILISE EMPLOYERS AND THEIR COLLEAGUES ACROSS HEREFORDSHIRE TO PLOT THEIR JOURNEYS TO MEET THE COUNTY'S NET ZERO CARBON AMBITION BY THE END OF THE DECADE.

It will involve putting the spotlight on 30 employers from the private, public and third sectors, who will open up their organisations to share the actions they take and their achievements along the way to inspire others to do the same.

These organisations will be at different stages of their journeys: some who are in the early stages of talking about it; some who have already planned what they are going to commit to and are ready to move forward; and others who are already on their way to a zero carbon future.

With the help of the participating organisations the initiative will capture the twists and turns of their zero carbon adventures.

30 for 2030 is being supported by the Herefordshire Rural Hub, Visit Herefordshire and Herefordshire and Worcestershire Chamber of Commerce who will help identify the 30 organisations who will be involved. The initiative forms part of the Greener Footprints campaign which was launched by the Herefordshire Climate and Nature Action Partnership in January 2022. Its aim is to create a movement of positive action amongst individuals, communities and organisations across the county to counter climate change and ensure a future for the county that we all want.

HOW DO PARTICIPANT ORGANISATIONS GET STARTED?

At the outset an electronic form will be sent to each organisation identified for participation to complete. This will request:

- contact details of the lead contact within the organisation for this initiative – all leads will be positioned as 30 for 2030 ambassadors in the promotion of the initiative
- a background to the organisation and why achieving net zero is important to them
- an overview of where the organisation is currently on their zero carbon journey

Remember it does not matter if organisations have not started their net zero journey, we want the participants to be at different stages so we can share a range of perspectives and experiences for the benefit of non-participating employers who are in a similar position

Once participation is confirmed by the Greener Footprints campaign team, each organisation is free to commence their involvement in the initiative. It's that simple.

WHAT ARE THE EXPECTATIONS FOR PARTICIPATING ORGANISATIONS?

There is no specific time requirement to spend on this initiative. We leave that to each participant to decide. Essentially, we want each organisation to share their journey by promoting what they and their teams are doing and achieving to reduce their carbon footprint. By doing so all participants will play a leading role through acting as a catalyst for other organisations to take action, helping the county meet its zero carbon target by 2030.

An organisation's contribution could include, but is not limited to:

- Producing social media content on specific carbon reduction activities it has undertaken and progress on their zero carbon journey;
- Contributing to regular editorial articles/interviews set up by the Greener Footprints campaign in the Herefordshire mainstream media;
- Using the Greener Footprints branded collateral alongside their communications activities relating to the 30 for 2030 initiative;
- Contributing to an annual report we will produce on the participants of the 30 for 2030 initiative;
- Promoting their involvement in the Greener Footprints campaign and providing back links to the campaign's web pages;
- Signing up to the Greener Footprints pledge and getting employees to do the same;
- Participating in our Greener Footprints podcast series featuring businesses on their journey to net zero.

WHAT ARE THE BENEFITS OF PARTICIPATING IN 30 FOR 2030?

The benefits are wide-ranging for each participating organisation:

- Provides a focus and stimulus for their plans to get to net zero;
- Presents an opportunity to showcase what they are doing to the outside world to counter the threat of climate change;
- Promotes the fact that they are leading the way in the county to enhance the environment;
- Supports recruitment of future talent that share their environmental values;
- Makes a strong statement to their customers (and shareholders if relevant) that they truly care about the environment and are doing something about it;
- The pride that they can derive from helping inspire others to make a difference to the lives of future generations by encouraging them to take positive climate and nature action;
- Creates a fantastic opportunity to engage and work closely with their own staff and suppliers to ensure they too make a significant contribution to their net zero journey.

We look forward to welcoming the participating organisations on their net zero journeys!

If you are interested in signing up to the campaign, or if you would like more information please contact Zoe Bagnall on zoe.bagnall@jbp.co.uk or email info@greenerfootprints.co.uk.

30 for 2030 Partners:

