



September 2025



Agenda

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For the business and its employees

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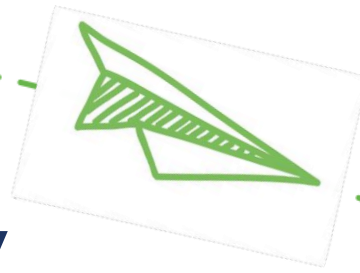
TBL testimonials

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What is a Sustainability Champion?

Sustainability Champions are typically voluntary roles that help support an organisation's social and environmental efforts. Any individual in an organisation can be a Sustainability Champion, at any level or in any department.

Sometimes, being a Sustainability Champion can be a mandatory part of the job, even if the job is not sustainability-related. Commonly, it might be something employees volunteer to do because of their interest in sustainability.

In some organisations, these roles are very well established as part of green teams or sustainable working groups with defined responsibilities. However, in many smaller organisations the role of a Sustainability Champion is less formal.



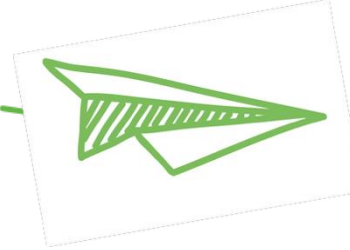
What does a Sustainability Champion do?

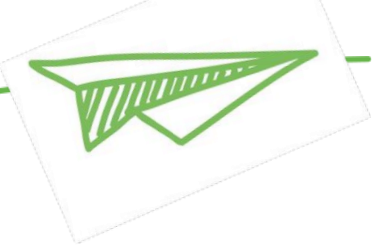
Responsibilities

Becoming a Sustainability Champion means you'll be responsible for motivating colleagues to take action, changing behaviours of staff, and implementing initiatives to help your employer become a more sustainable business.

Responsibilities will largely depend on what the business' sustainability goals and priorities are. Common responsibilities may include:

- Distributing and communicating sustainability information and initiatives across the business
- Creating, developing, and implementing sustainability initiatives
- Researching and collecting data
- Reporting on progress and managing sustainability targets
- Collecting stakeholder feedback on sustainability initiatives
- Organising and running sustainability workshops
- Managing a green team



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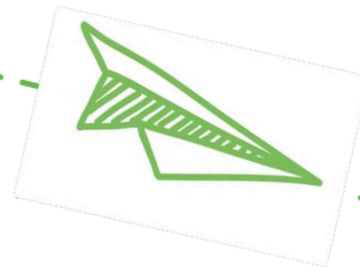
What does this look like in practice

Examples of what a Sustainability Champion might do

As a Sustainability Champion, you'll typically focus on sustainability initiatives across key environmental and social areas like pollution, energy, nature, waste, charity, diversity, equity, and inclusion. For example, you might:

- Lead a low-cost initiative to support biodiversity in the local community. This could include organising a department volunteering day to plant trees or a beach clean-up.
- Create a simple waste reduction plan for the office, such as providing recycling stations and reducing single-use plastics.
- Research and evaluate renewable energy providers in the local area, looking at the environmental and financial benefits to support carbon emission reduction targets.





Build your skills as a Sustainability Champion

Skills and attributes that will support a Champion

Anyone can be a Sustainability Champion. There's no set criteria or experience required to become one. The most important attributes are having a **passion for doing good**, a **willingness to learn** and a **drive to inspire, motivate, and provide hope** for others.

Although there are no pre-requisites to becoming a Sustainability Champion, there are several skills and traits that would support you in the role.

- ✓ Clear and simple communication
- ✓ Data literacy
- ✓ Collaboration
- ✓ Time and people management
- ✓ Project management
- ✓ Creativity and problem solving
- ✓ Influence and tenacity

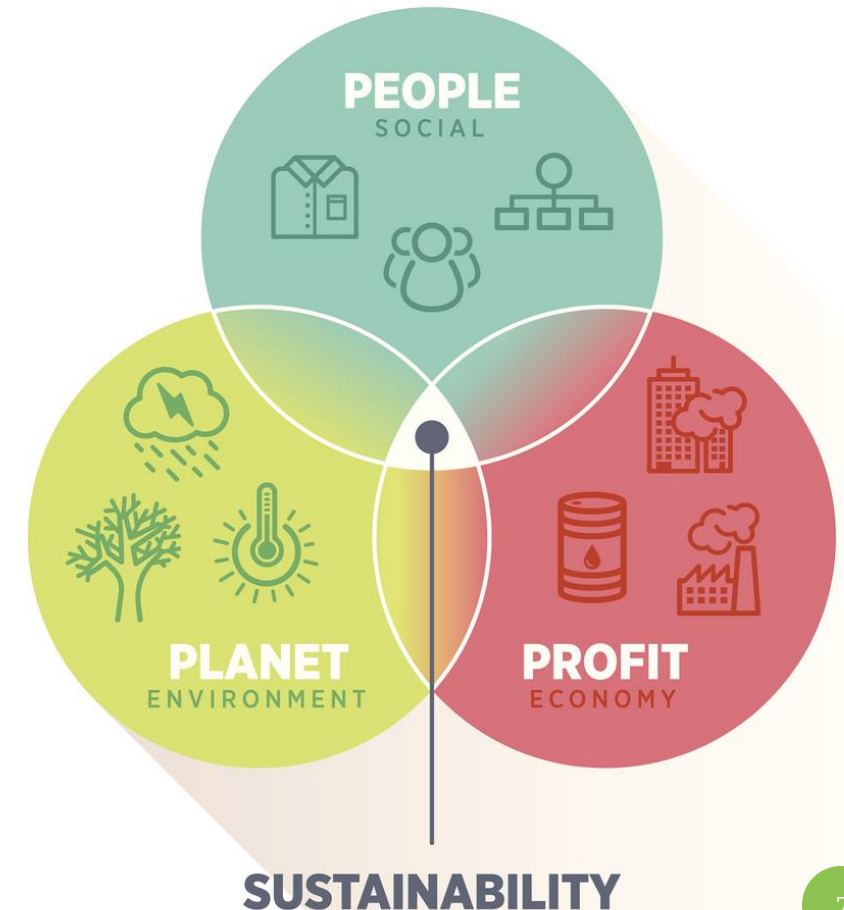
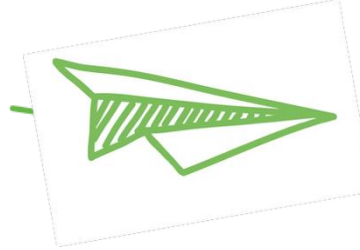


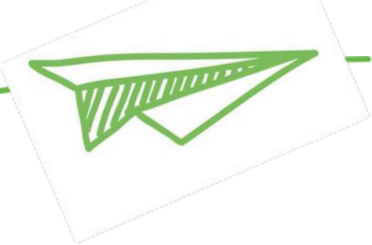
Why are Sustainability Champions important?

For the business

- **Sustainability as a core business value:** As a Champion, you'll help embed the values of the Triple Bottom Line* within the business by sharing and promoting the importance of sustainable practices.
- **Enhanced reputation:** Within the business, your work as a Champion will help promote how your organisation is becoming more sustainable. Externally you'll enhance the business' reputation by sharing sustainability stories, influencing behavioural change and creating sustainable initiatives.
- **Strategic alignment:** As a Champion, you can help align key financial and organisational objectives with sustainability goals and initiatives – ensuring sustainability makes good business sense.
- **Cost savings and resource efficiency:** Sustainability efforts from the work you do will translate to resource efficiencies in areas like energy, waste, and water. In many instances, your work as a Champion will bring short and long-term cost savings.

*Triple Bottom Line states that a company's performance should consider **people** and **nature** as equally important to **profit**.



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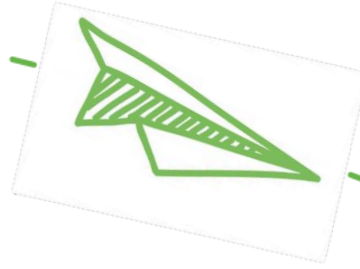
Why are Sustainability Champions important?

What difference does being a Champion make to you?

- ✓ **Work with purpose:** It gives you the chance to get involved in projects that have a real, positive impact.
- ✓ **Learning something new:** Becoming a Sustainability Champion will give you more opportunities to learn about sustainability and how you can embed principles of a sustainable business into your organisation
- ✓ **Develop your career:** As a Champion, you'll develop new skills and connect with people in areas of the business you might otherwise never encounter. That can open new career opportunities.
- ✓ **Demonstrate responsibility:** As a Champion, you get to have a say in (and be responsible for) initiatives and projects that can have a real impact on the business and the people you work with.

According to Deloitte's 2025 Gen Z and Millennial survey of **+23,000 people**, more than half want meaningful work that gives them a strong sense of purpose.

For many employees, purpose goes beyond profit to consider people and planet.



TBL Testimonials

What do real Sustainability Champions have to say and what tips can they give you



Kelleigh Jansen
Sustainability Programme Manager



Adam Higgins
Head of Customer Support



Colin Curtis
Managing Director

TBL Testimonial

Kelleigh's experience as a Sustainability Champion



Kelleigh Jansen
Sustainability Programme Manager

What was your job at the time?

Why did you want to become a Champion?

What responsibilities did you have?

Did you face any challenges?

What tips would you give for other Champions?



TBL Testimonial

Kelleigh's experience as a Sustainability Champion



Kelleigh Jansen

Sustainability Programme Manager

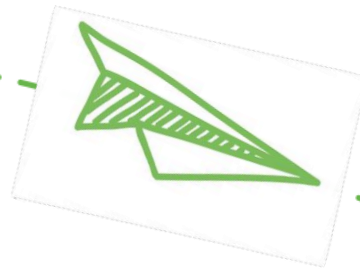
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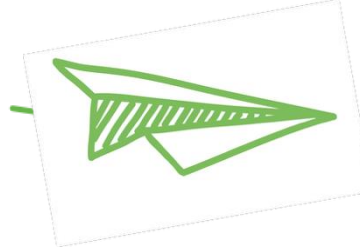
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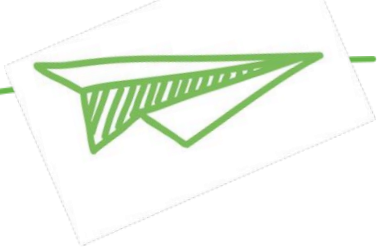
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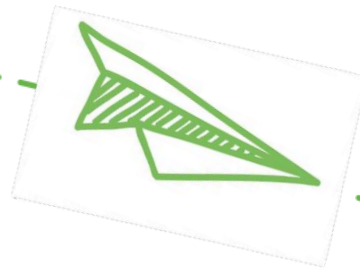
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Adam Higgins

Head of Customer Support

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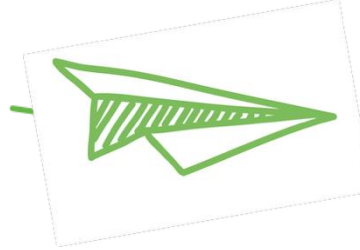
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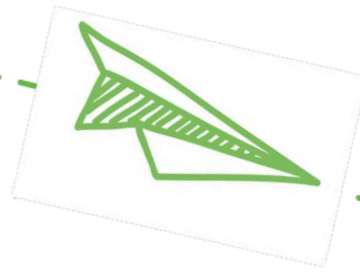
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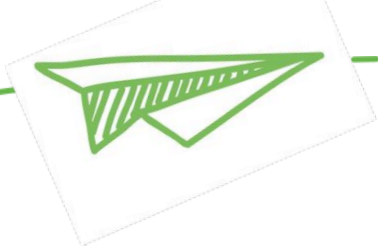
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Managing Director

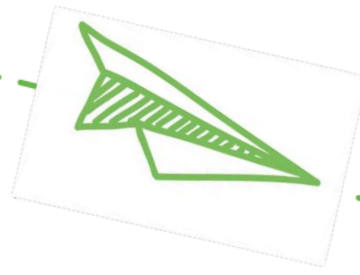
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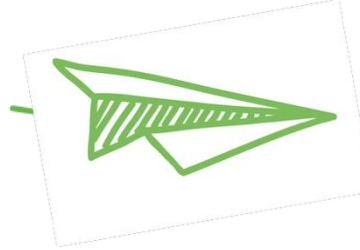
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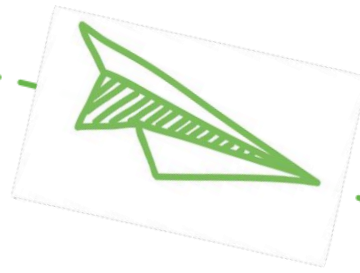
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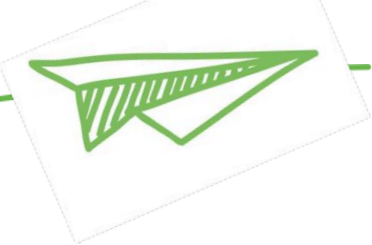
Tips for Sustainability Champions

From the TBL team

- Start small. Small and simple initiatives are a good way to support your company's sustainability efforts.
- Find an area of sustainability you feel interested in or passionate about and let it inspire your ideas.
- Don't take on too much at once to avoid feeling overwhelmed.
- Try and put together simple, easy-to-follow business cases for initiatives you are interested in to gain support from your fellow colleagues.

Most importantly, have fun doing it!

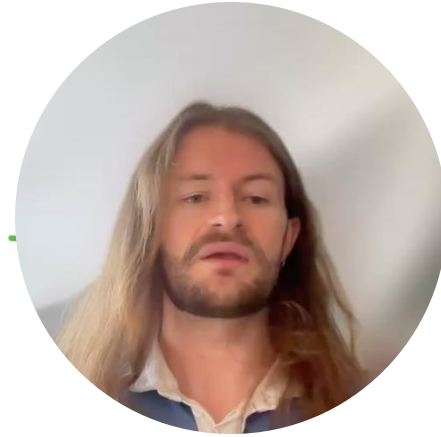


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Summary

Key takeaways from this course

- A Sustainability Champion can be any individual in an organisation who is passionate about sustainability and wants to make their organisation a more sustainable business.
- Sustainability Champions offer mutual benefits for employees and the business. It gives employees a stronger sense of purpose and fulfilment while integrating sustainable values into the core of business operations.
- Being a Sustainability Champion is fun. Take your interest and passion for doing good and start with small projects that will make a difference in your business.
- Take the initiative—reach out to your sustainability lead, manager, or any executive who can support you in stepping into this role. Your enthusiasm and commitment can make a real difference. Don't wait—start the conversation today!



Need a hand?

Our resources make developing and delivering a strategy easy.
But sometimes external support and validation can boost your confidence.

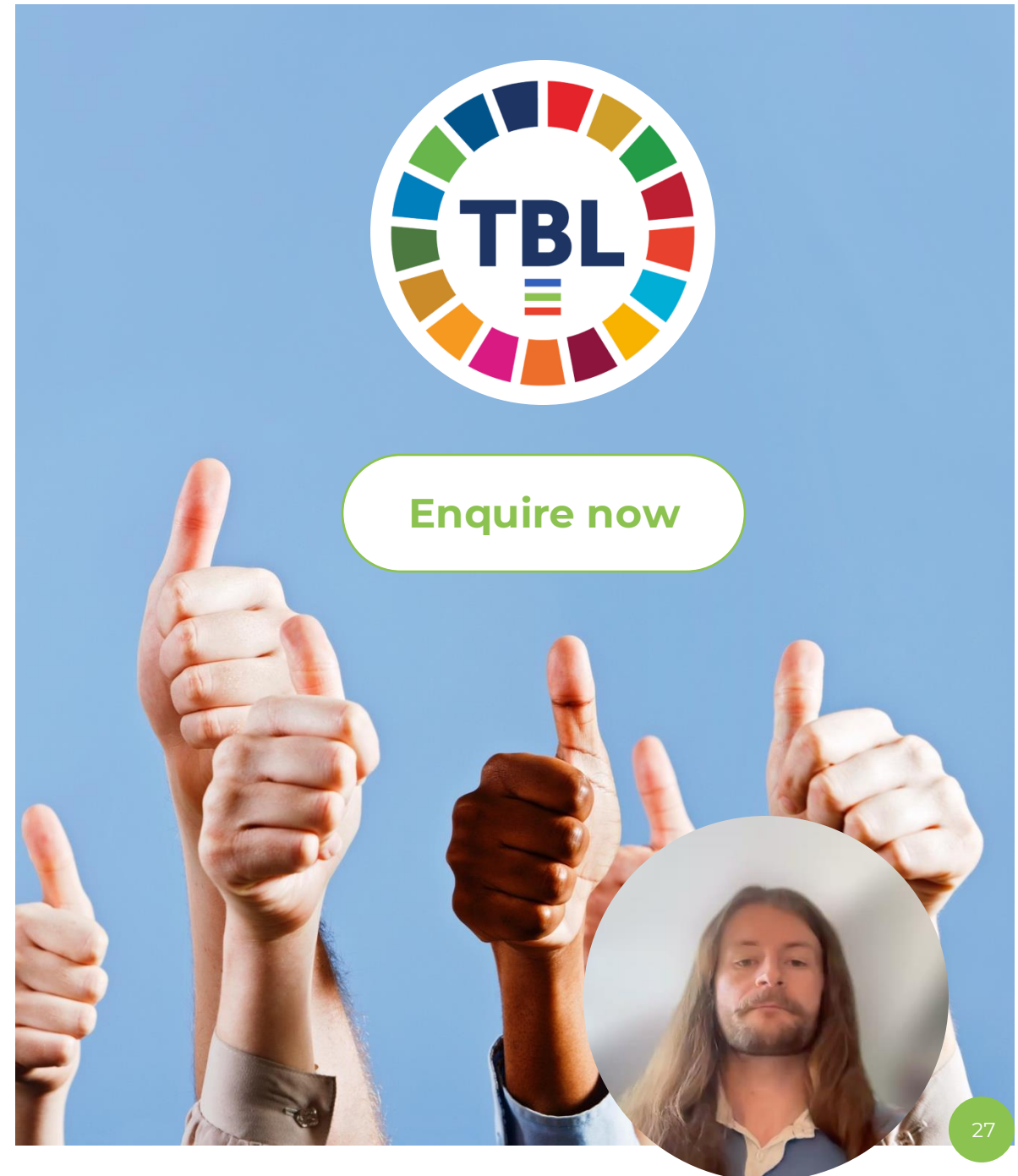
If you don't believe in it; no one else will.

TBL helps businesses balance **profits** with environmental and social **responsibility**.

We are passionate about achieving the UN SDGs and have years of practical experience helping businesses make a real difference.

Our sustainability support service can help you with:

- ☐ Working towards net zero
- ☐ Calculating your carbon footprint
- ☐ Reporting
- ☐ Setting targets and metrics
- ☐ Developing policies and governance
- ☐ Understanding, aligning or complying with standards and frameworks
- ☐ Setting a strategy
- ☐ Engaging suppliers
- ☐ Engaging customers and employees
- ☐ Educating your people





Thank you



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