

# Supporting organisations towards a low carbon economy

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# Supporting organisations towards a low carbon economy

While there has been increasing recognition of CSR and sustainability for organisations, the economic downturn has forced certain issues to the fore. Energy security and climate change are now major strategic issues that need to be urgently addressed. We are in a 20% world with President Obama backing the need for 80% carbon reductions. Organisations have also been impacted by travel costs and the need to save on energy consumption. Addressing climate change involves integrating strategy, leadership and culture through a change process. Ask yourself the following questions:

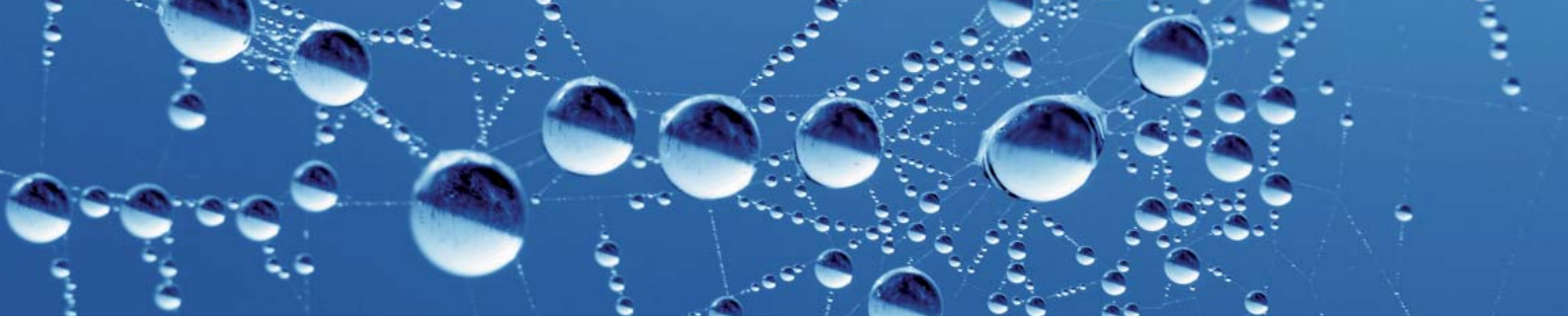
- How do you maintain the focus on your strategy so it continues to be implemented successfully and consistently across the business?
- How can you get your supply chain to work with you on supporting carbon reductions? In the public sector, how are partnerships working together to ensure continuity of services?
- How do you engage people within the business in addressing the challenges of climate change? What are the opportunities for carbon reduction cost savings within downturn?
- What risks do you carry if targets are not met?

## Developing your change capacity across the organisation

Using a well-researched proprietary tool, Climate PACT (Performance Acceleration by Capacity Building Tool), Bath Consultancy Group together with our partners Alexander Ballard offers high quality feedback on your change capacity. We:

- Identify your strategic exposure to climate change
- Analyse how resilient or how vulnerable your organisation is on the issue
- Accelerate your strategic response and ability to change
- Identify possible breakthrough projects which offer win: win outcomes and accelerated strategic learning
- Build a route map towards sharp strategies for change

Once your issues are identified, initiatives must be integrated into a coherent strategy. This needs to be effectively communicated so that people can buy into the vision of what you're trying to achieve. Stakeholders across the organisation and beyond must also be engaged in the change. There will be champions of change within your organisation. These people need to be identified and supported to ensure that the strategy is successfully implemented. Importantly, especially in these times, you need to ensure you are making savings from energy and carbon reductions.



## Not just a 'nice to have'

There are many opportunities and benefits that will result from undertaking an integrated change approach in moving to a low carbon economy. Your organisation will have the opportunity to be seen as a leader, ensuring your reputation as an ethical and sustainable organisation. This is increasingly important in recruiting, retaining and engaging staff as many employees now select organisations based on matching values. Equally, customers and investors are making informed choices about where they spend their money or how they invest.

The pressure of targets is immense. Current business models need to be challenged if the change is going to be implemented quickly enough to achieve the 80% required reductions. But, climate change cannot be tackled through a 'quick-fix' approach. It requires a fundamental shift in the strategy, leadership and culture of your organisation. Only by tackling these three aspects will the change you implement have any chance of long-term success in a low-carbon world.