



How SSE used Do Nation to power a community of carbon savers



The story so far

SSE are a leading generator of renewable electricity in the UK and Ireland and one of the largest electricity network companies in the UK.

SSE launched a Do Nation pledge programme to all employees in June 2021, to connect their people to their partnership with COP26, and create a lasting legacy of sustainable engagement and behaviour change.

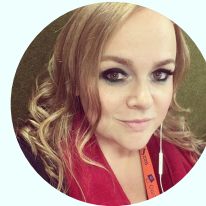
They joined Do Nation on the Enterprise tier which allowed them to build a bespoke, private pledge platform for their internal audience.



“ We were looking for a way to involve as many people as possible with our net zero strategy, which is huge for us right now.

We wanted to enable people to feel a sense of connection and contribution to something that we see as vital for our future.”

*Julia Chalmers,
Group Employee Engagement Manager*



The SSE approach

SSE engaged their colleagues with a thoughtfully planned, high energy and competitive campaign.

They clearly linked to their core strategy of connecting people to SSE's net zero targets and partnership with COP26.

Julia and her team thought about what would resonate with their colleagues, at all levels.

“ People are interested and they want to be involved, and so taking the opportunity to create something that has allowed them to do that has been so positive. ”

SSE engagement success checklist

Julia and team built their campaign to be:

- ✓ Accessible
- ✓ Authentic
- ✓ Relevant
- ✓ Community-driven



SSE success tips

Make it accessible

- ✓ Invite everyone to nominate themselves as a Team Captain.
- ✓ Have a public yammer page for everyone.
- ✓ Have fun; teams chose witty team names and lent on friendly competition.

Keep it relevant

- ✓ Have strong, closely aligned internal and external messaging; SSE's external 'We power change' underpinned the internal 'Pledge to power change' campaign.
- ✓ Use engagement comms that make climate action accessible and interesting.

Be authentic

- ✓ Seek genuine alignment from leaders.
- ✓ Frequent sharing of images and stories of how people across the organisation are reducing carbon emissions in their day to day lives
- ✓ Passionate internal comms + engagement teams and enthusiastic Team Captains

Be community-driven

- ✓ Regularly facilitate yammer, Slack or Teams + email chats that connect people to each other, and their carbon impact.

The benefits so far

78% say they are more aware of what SSE is doing around sustainability

91% say it makes them more proud of what SSE is doing

64% report improved wellbeing



82% feel part of a community making a difference together

81% say their awareness of, and interest in, environmental and social sustainability has increased

The impact so far

15%

SSE employees signed up

134

Car journeys around the world
in CO2 savings pledged
(475 tonnes)

6,797

Pledges made to date





Struan enjoys a bike ride instead of a car ride



Ben tries a vegan recipe



Gillian using air instead of the tumble dryer



John using his water bottle



Elaine growing her own veg

“ The Do Nation programme is important because of the opportunity for legacy. Twenty one days creates a habit and Do Nation facilitates that. ”

Stewart Hughes, Team Captain and Head of Group Security and Investigations



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