



The Climate School

Our planet is *our business*

Introductory deck



Our mission



Equip every employee to play their part
in the climate crisis.

...thus enabling businesses to thrive in
the green economy.

The problem

The IPCC is 'unequivocal'. We must take action on climate now.
Companies, increasingly, must make bold sustainability commitments...

Achieving net-zero targets requires radical transformation of every aspect of a company¹

- *procurement teams* must choose lower-carbon suppliers and products
- *finance departments* must establish low-carbon, climate risk-based criteria for the deployment of capital
- *research and innovation departments* must develop lower carbon designs
- *human resources departments* must mobilise employees
- across the *entire value chain*, companies must apply circular economy principles
- *marketing campaigns and communications* must engage consumers in how to live net zero lives

...but few are transforming their organisations at the pace or scale needed to positively impact nature and climate change.

Major disruption also creates major opportunity...

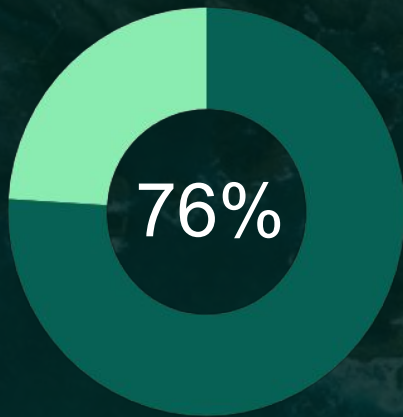
“Businesses that fail to adapt to climate change will *go bust*, but those that put ‘green’ at the centre of their strategy will *profit significantly*.”

Mark Carney, United Nations Special Envoy for climate action and finance and Finance Advisor for UK Presidency of COP26

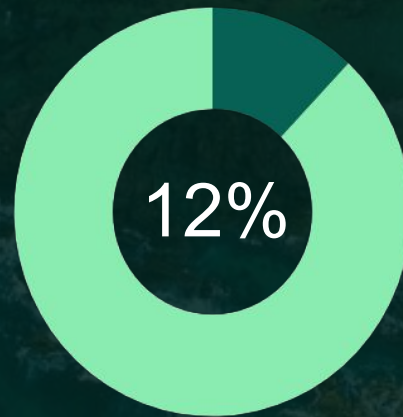
...effecting a ‘*climate transformation*’ will be a source of competitive advantage in the coming years.

The **employee engagement** opportunity

The appetite for action is huge...

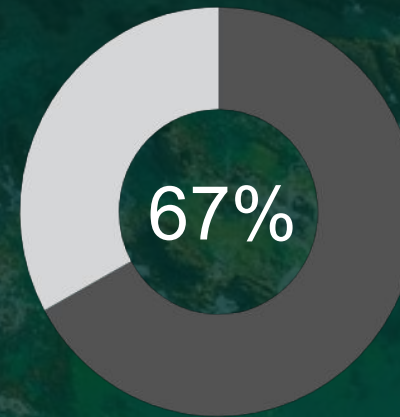


Are **ready to take action** in the context of their work, irrespective of their seniority, gender or function

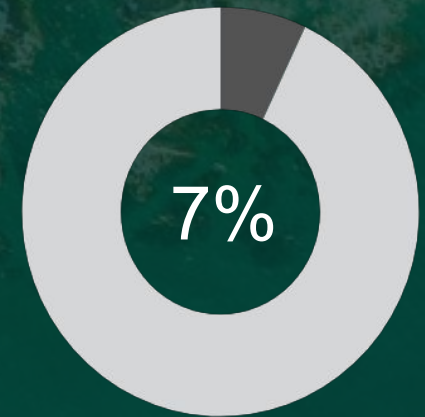


Of employees **consider moving job** to have an impact on climate

...so is the cost of inaction



Say they don't have the tools to **take action**



Of board members feel climate competent*

Our Solution: The Climate School

We activate employees' **Head, Heart and Hands** through an education and engagement programme designed to boost:

CLIMATE KNOWLEDGE



THE HEAD

CLIMATE CONSCIENCE



THE HEART

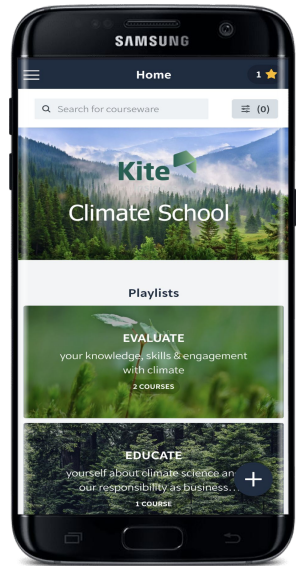
CLIMATE ACTION



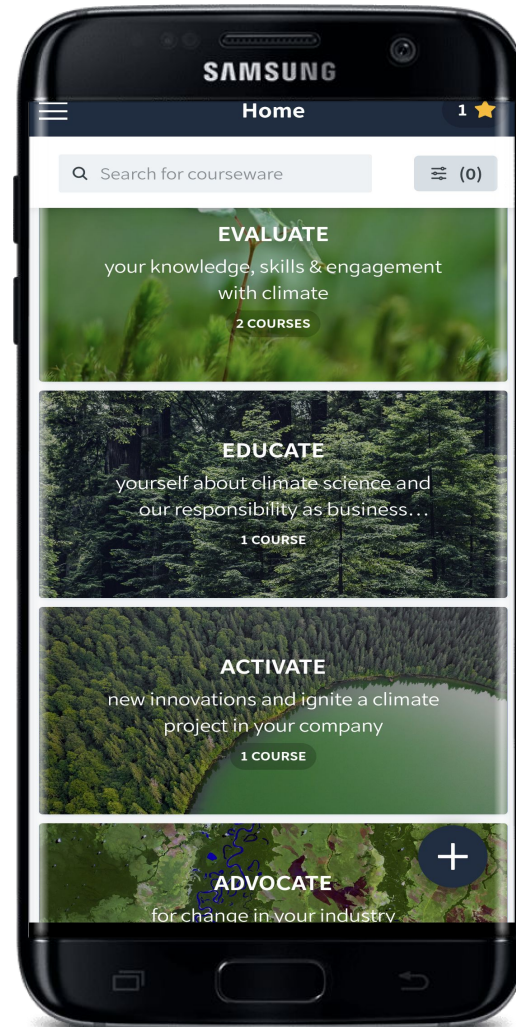
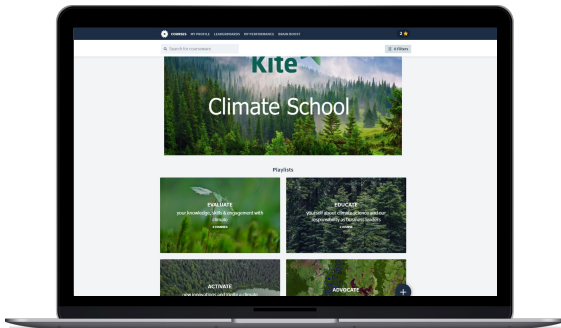
THE HANDS

...and trigger the internal transformation needed to meet climate & planetary challenges.

The Climate School experience



Mobile & desktop



A menu of 4 services:
Combine as a 'transformation toolkit':

EVALUATE: Employee skills, knowledge & engagement. How ready is your company for climate action?

EDUCATE: Bite size e-learning. Sign up to live classes. Build knowledge and skills. Generate ideas.

ACTIVATE: Ignite action on real projects. Incubate ideas through innovation workshops. Access a network of climate innovators.

ADVOCATE: Your company's story for the world. Become an industry thought leader. Spur action with peer companies.

World-class curation of faculty and partners

Coalition of strategic & content partners

Content & delivery partners



Cutting edge micro-learning
& authoring tools



Experts in climate risk
Rich e-learning assets



LEADERS' QUEST

Immersive learning &
behavioural change experts



Best-in-class innovation
workshops & studio space

Expert networks



Network of leading scientists,
Fellows & institutions



Brightest thinkers & doers
in the climate space



POTSDAM INSTITUTE FOR
CLIMATE IMPACT RESEARCH

Top environmental think tank
led by Prof. Johan Rockström

A growing library of e-modules

The science behind climate change and sustainability

1. Introduction [3x5'] followed by
2. The Epic History of Earth [4x5']
3. The Great Climate System [9x5']
4. The Collapse of Biodiversity [10x5']
5. The Overexploitation of Natural Resources [9x5']
6. Impacts on Human Societies [6x5']

Regular updates on the latest climate news and trends
(in development)

Specific to financial services companies *(in development)*

1. An intro to ESG
2. The EU action plan on sustainable finance
3. Focus on the action plan : EU Taxonomy part 1
4. Focus on the action plan : EU Taxonomy part 2
5. Focus on the action plan: CSRD
6. Focus on the action plan : SFDR part 1
7. Focus on the action plan : SFDR part 2
8. France : Article 29 from the Energy Climate bill
9. UK : TCFD reporting
10. Mandatory reporting and what's at stake with data

Translating climate and sustainability knowledge into action

1. Building a roadmap to action [5x5']
2. Decarbonisation [5x5']
3. Acting on the ecological footprint [5x5']
4. Acting on your own footprint [6x10']

Taking action in the context of specific roles

Finance department [5x5'], **Legal department** [5x5'], **Procurement department** [5x5'] Human Resources, Brand and Marketing, Corporate Communications

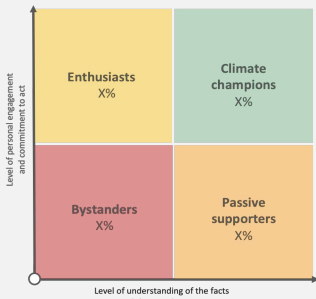
The Climate Nexus: deepening the understanding of the connections between climate change and social issues and of the potential for innovative solutions (in conceptual phase)

1. Climate and **health**
2. Climate **justice**
3. Climate and **gender**
4. Climate and **ethnicity**
5. Climate and **youth**
6. Climate and **court cases**

How it works

Tailor curriculum based on needs ▶

Evaluate



CARA SCORE: Climate Action Readiness Assessment

Head, Heart, Hands Framework



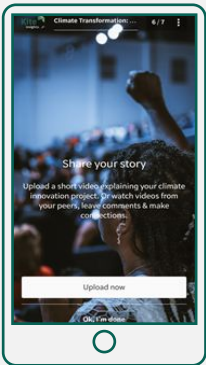
Measure progress



Share in industry events & coalitions

COUNT US IN

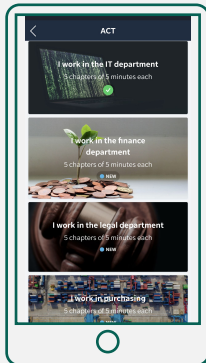
Contribute to global carbon reduction initiatives



Employees share project stories & videos

Advocate

Engaging your employees



Learning content

Climate science + implications for business roles

Post to discussion groups. Set assignments

Educate

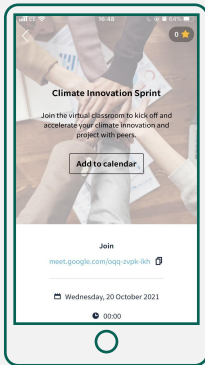


Masterclasses & workshops with experts

Ideas for change

3.1. Funnel employees' ideas

3.2 Prioritise ideas with potential for impact and scale



3.3. Facilitate 'sprints' to scale selected projects

3.4 Access startup green-tech companies from Kite's Climate Innovator Network

Activate

◀ **Climate innovation projects**

Kite is a trusted partner to major global brands



- Kite is a **mission-driven agency** engaging with world leading companies on pressing environmental and social issues.
- Delivering **content** (research, surveys), **curation** (educational workshops, event programming), **capacity building** (blended training) and **coalitions**.
- Deep subject matter expertise on **climate change** and sustainability, gender and D&I.
- Unique **network** of academic, content and delivery partners.
- A 20+ **multicultural team** with research, training, writing, storytelling, consulting & facilitation skills.
- Woman-owned certified.

The New York Times

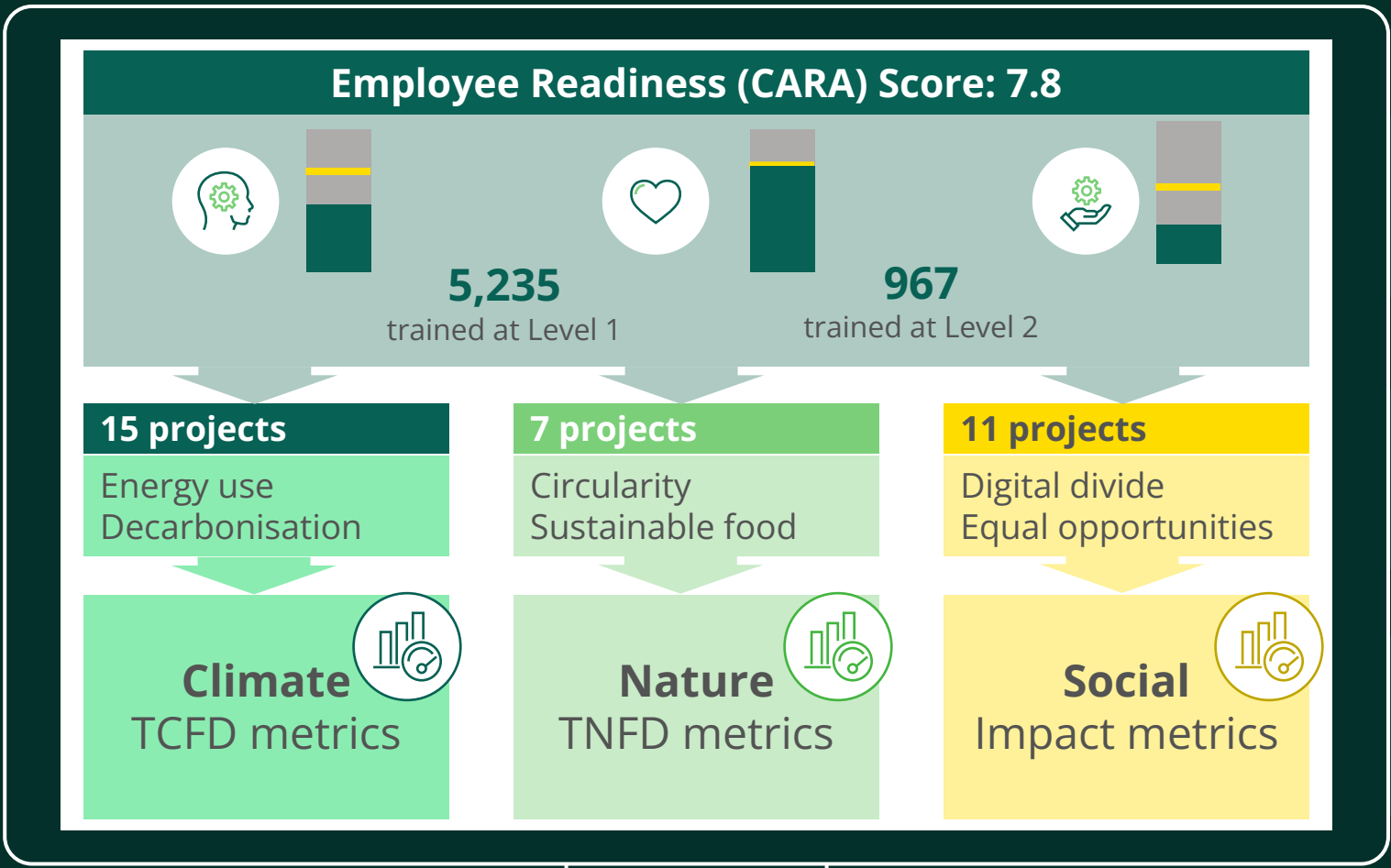


DIAGEO



How we'll measure success

Combining internal targets with broader measures of transformation



Employee Readiness:
CARA Score + Head, Heart, Hands measures year on year progress with staff.

Projects
with greatest potential to accelerate Good Growth and drive impact on climate, nature and society

Progress
Report on strategy, governance, risk & opportunities, metrics & targets (incl. cost savings, talent attraction & retention).

Kite's team

An outstanding team committed to delivering The Climate School at scale



Sophie Lambin

Founder & CEO

Sophie founded Kite Insights in 2012 and more recently **The Climate School**. Previously Global Head of Thought Leadership at PwC, Sophie has developed **global content strategies**, produced **high-profile strategic content**, and led the development of **research-based insights** for leaders, with a strong focus on climate & sustainability issues.



Shuvo Saha

Chief Product & Growth Officer

Shuvo conceived and built the '**Google Digital Academy**' to support the digital transformation of Google's top customers, and has extensive experience in **building education programmes**, enabling executives to change the way they work and lead **people-centric transformation** of their organisations.



Rachel Riccardella

Head of Comms & Thought Leadership



Julian Lambin

Head of Research & Knowledge



Ela Sackville

Head of Networks & Partnerships



Jo Roxburgh

Head of Education



Ruth Dobson

Senior Advisor:
Strategic Projects
& Climate

Advisory board

A committed group of advisors and faculty with exceptional network and expertise



Suzanne Biegel

GenderSmart Founder and
gender-lens investing Thought Leader

Sandrine Dixon-Declève

European and International policy
& climate expert. Co-President of
Club of Rome

Mac Macartney

Speaker, Writer, Change-maker.
Founder of Embercombe

Alexandra Palt

Climate & Sustainability Leader,
Executive Vice President at L'Oréal

Prof. Gail Whiteman

Expert in Sustainable
Business, Arctic Research

Massimo Portincaso

Technology & Sustainability Expert

Clover Hogan

Youth Climate Activist
and Corporate Advisor

Eric Wilkinson

Edtech Investor

Stephen Dunbar-Johnson

President, International, The New York Times

Prof. Johan Rockström

Director, Potsdam Institute for Climate Impact Research.
Professor of Earth Systems Science, University of Potsdam

Jo Confino

Executive coach, Facilitator, Journalist,
Sustainability Expert, Leaders' Quest

Antoine Denoix

Climate Risk and Digital Marketing Expert,
CEO of AXA Climate

Dr. François Gemenne

IPCC Scientist, Migration
and Climate Change Expert

Carey Bohjanen

Climate Finance & Employee
Engagement Expert

Callum Grieve

Climate Communications Expert
and Global Advocate

Michael Stevenson

Education Expert. Senior Advisor, OECD

Johan Rockström, Director, Potsdam Institute for Climate Impact Research



To lead on climate solutions, companies need a deep understanding of the planetary boundaries in which they operate. By establishing this understanding throughout the organisation, new business approaches emerge that can support climate action at all levels.

Wanjira Mathai, Vice President & Regional Director for Africa, World Resources Institute



Despite contributing less than 3% of global carbon emissions, Africa is already experiencing some of the worst effects of the climate crisis.

To rebuild trust with climate vulnerable countries and make reparations for the damage inflicted by high-carbon economies, G7 economies must make tangible progress in delivering on their \$100 billion climate finance pledge, ensure transparency and a balanced mitigation/adaptation split, while also accelerating their own pathways to net zero, including through private sector action.

Nigel Topping, UN High Level Climate Action Champion for COP26



We need not only firm commitments but exponential action to meet our climate action targets. Successes in one sector must build on advances in others.

At the heart of all of this is giving people the awareness and skills that they need to drive innovation and take action to advance on the Race to Zero.

Hindou Oumarou Ibrahim, President, Association for Indigenous Women and Peoples of Chad



Indigenous peoples are already confronted by intense droughts, fires, heatwaves, and floods. We have been living in harmony with nature for centuries, but today our Elders tell us that they no longer recognize the seasons due to the unpredictability of climate change.

Businesses, investors, and politicians must integrate the protection of nature into their decision making to save the planet and to save ourselves.

Clover Hogan, Founder and Executive Director, Force of Nature



Many young people today have lost hope in our governments, in mass media, and the possibility of social progress. Companies are no exception. We're tired of pervasive greenwashing; of promises made far enough into the future that they require no immediate action.

We need to accelerate change, and one of the best ways we can do that is by enabling young people to walk the corridors of power, and in doing so, change the institutional mindset.



Thank you!

For more:

Click [here](#) to view our introductory video.

Click [here](#) to view our developing curriculum.

www.kiteinsights.com/the-climate-school/

