



# Greener NHS Community: COP26 and beyond

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@GreenerNHS



## Welcome!

### **Caring for our environment is caring for our patients.**

That's why the NHS became the world's first health service to commit to reducing its harmful carbon emissions and achieve net zero.

The NHS is already moving at pace to reduce the harmful carbon emissions it puts into the atmosphere and protect the health of people now and in future. Crucially, these changes are improving the quality of care we deliver right now, as well as supporting health and wellbeing of staff, patients and the public.

With the help of all NHS staff, as well as its partners, we can achieve even more.

The UK will host the 26th UN Climate Change Conference of the Parties (COP26), the world's largest climate action conference, in Glasgow this November.

In the lead up to COP26, we are encouraging people across the NHS to discover the difference they can make and pledge their support for a greener NHS.

Small actions from all of us will have a big impact. The more of us who act today, the more we can do to improve health, now and for future generations to come.

### **Read on to find out about our Greener NHS Community.**

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## 1. About the Greener NHS Community

This community is for anyone in the NHS who is passionate and enthusiastic about a Greener NHS, and wants to do more.

We will help you to spread the word about the Greener NHS and Net Zero NHS work, as well as specifically about COP26. You will help us to build anticipation in the system, inspire action and raise ambition.

The national Greener NHS team will support the community from July until COP26. Beyond that, we will work with colleagues in the regions to ensure the future of the community.

### 1.1. Who are you?

You may already cycle to work, have used a salary sacrifice scheme to buy an electric vehicle, use a reusable bottle, be working to roll out reusable PPE, switch off lights or have switched to a renewable energy provider.

You may not yet – but you know how important it is and you want to get started.

What's important is that you want to build your impact to create something bigger.

You want to help people see why this is so important to the future of the NHS and our population's health and wellbeing. You want to work with your colleagues to embed improvements and greener options into the way that we work. You want to help create greener activity across the entire system, especially as we prepare for the UK hosting the UN Climate Change Conference COP26 for the first time.

### 1.2. What will be part of this community do for you?

Individuals who join the community in the run up to COP26 will receive:

- A view of the National Milestone Moments coming up, and any plans for specific activities
- Fortnightly updates with key messages, focus areas, and ideas from others
- Access to a comms toolkit for the COP26 campaign, containing key messages, case studies, social media materials and ideas to help you spread the word
- Specific resources you can use and share, like images for social media or examples of great practice – we can also help you to find resources you need
- Professional development through targeted training
- Connections to others who are greening the NHS, locally and nationally

Note: we aren't providing any free physical merchandise to members of the Community, to avoid creating unnecessary waste.



### **1.3. What will you do?**

Every member of the Community will be different, and we want you to take part in a way that suits you. We don't have a specific time commitment requirement, or list of things you have to do, but there are some suggestions below that would help.

We are drafting a role description so Community members can discuss the role with their line manager and get formal sign off to take part. This may be helpful if you want to commit a specific amount of time.

#### **Share your views and insights**

Get involved in creating our pledges and shaping our campaigns – we'll have quarterly surveys to get a temperature check of how things are going on the ground and we want to hear from you about what's working and what's not.

#### **Build anticipation**

Preparation is key! Before big moments, we will call on your support to lay the groundwork, build networks, flag campaigns with comms teams, get important dates in people's diaries and preparing your own 'launch plan'. This could involve developing video messages, developing your pledge – and getting ready to talk!

#### **Make a noise and spread the word!**

Come launch day (or any other major milestone on the Greener agenda), we'll rely on you to make some noise and help us spread the word! We'll equip you with training, comms kits, presentations and more to help you host local events and spread the word, and drive action locally.

#### **Ongoing sustainability engagement locally**

You know your area, team, department and region best. How could action be sustained? Perhaps it's about hosting a Big Green Tea? An ideas box for people to suggest ways to improve, which you can help respond to and feedback to sustainability teams?

#### **Keep in touch!**

We'll hold regular drop-in sessions for the community to keep you updated across the milestone moments and dates. And you can check in anytime through our [FutureNHS workspace](#), sharing ideas and updates and keeping in touch with fellow Community members.



#### **1.4. What if I already lead or am part of a network, community or engagement scheme?**

Even better! We want to work with existing groups across the system. You can take part in this community as a “networker”. You’ll be able to share the resources and assets with your contacts, and you can let us know what else would help you involve them.

The campaign comms toolkit also contains a colour palette, logos and icons in the toolkit. If your group is part of an organisation, like an NHS Trust, ICS or CCG, you can work with your communications team to create assets that align with the campaign and your branding.

## **2. National Milestone Moments**

### **1. One year on: The Anniversary of the Net Zero ambition**

On 30<sup>th</sup> September, we plan to mark the anniversary of the Net Zero ambition with a Greener Day of celebration – showcasing the work that pioneering staff up and down the country are delivering in support of a Greener NHS. The dates are to be confirmed due to the delay to our timelines, but we will keep you updated.

If it goes ahead, your job on this day will be to help spread the word and gain support for a Greener NHS. We’ll share comms toolkits and more resources and ideas nearer the time, to help you get involved.

### **2. COP26**

COP26 is an annual UN convention, bringing together world leaders to discuss and plan action on climate change. For the first time, the UK is hosting the 26<sup>th</sup> annual meeting. It’ll be in Glasgow between 31<sup>st</sup> October and 12<sup>th</sup> November.

The world’s eyes will be on the UK during this period, so it’s our chance to demonstrate what is already happening and how the NHS is leading the way. We were the first health system in the world to declare a target for us to reach net zero carbon, and we’re keen to help others set themselves similar challenges.

In the run up, we are hoping to inspire action across the entire NHS workforce and gain support for the movement. Over the conference, we’ll be presenting at an exhibition, and will be looking for your help to make sure people are aware of what’s happening and why it’s important.



### 3. Greener NHS Community on FutureNHS

We have a dedicated space on [FutureNHS](#) for members of the Greener NHS Community. This will be where you can find all of the resources that we'll share in the run up to the campaign launch. You can also view the latest fortnightly update, find out who else is in the network, hear from others about their ideas (or contribute your own) in blogs and start a conversation about what works on the discussion forum. When you sign up, you'll be invited to join the workspace.

### 4. Attune and Connect training

We are providing training on communications and behavioural insights. This training will help you to learn about the interpersonal knowledge, skills and behaviour requirements that will allow you to have meaningful conversations with others.

The training will help you to consider:

- The values of the Greener NHS Community
- How you can engage and influence key people on local sustainability issues and gain buy-in from local leadership
- Your own communication style, and how you can land your message in an engaging, supportive and positive way
- Where you can go to find the resources you need, who and what can help you, how you can support each other, and any local opportunities for improvement
- How you can commit to action and next steps for yourself

There is a choice of 5 sessions to attend (you only need to attend one). To sign up, please follow the Eventbrite link for your chosen session:

- Wednesday 1st September, 7pm - [sign up here](#)
- Tuesday 7th September, 12pm - [sign up here](#)
- Tuesday 7th September, 7pm - [sign up here](#)
- Wednesday 8th September, 4pm - [sign up here](#)
- Wednesday 8th September, 7pm - [sign up here](#)

If you are unable to attend any of the sessions, you will be able to access a recording of one of the sessions on this forum afterwards. If any sessions have low levels of sign up, we will reschedule them to a time that suits more interested people.

We will also look into train-the-trainer sessions in the future, depending on interest.



## 5. Values and guidance

The Community is a key part of this campaign, so below are some values and guidance about being a member. By signing up to be a part of the Community, you agree to these Values. If you have any questions about them, please get in touch to discuss further.

### Values

- **The Community is a positive space**, where members and the Greener NHS team share ideas, inspiration, great practice and learnings, without any risk of receiving hostile or rude responses
- **The Community is a safe space**, where members can share stories and concerns openly amongst each other, without concern about it going any further
- **The Community is a private space**, where the Greener NHS team can share information in confidence, unless otherwise stated
- **The Community upholds the Greener NHS work**, by sharing it positively and proactively
- **The Community is a trusted space**, where all members agree to only use images, logos and icons shared by the Greener NHS team in the way that is described by the team. In return, the Greener NHS team will share information as quickly as possible.

### Guidance

- Being a member of the Greener NHS Community is a voluntary, informal position
- Members of the Greener NHS Community are not spokespeople on behalf of the Greener NHS team or campaign
- If anyone in the community spreads misinformation or is going against the values of the community, they will no longer be a part of the Community
- Any information shared with or within the Community is done so in confidence, unless otherwise stated

## 6. Next steps

- Sign up to be a part of the Greener NHS Community [here](#)
- [Take a look](#) at the Attune & Connect training and sign up
- Join the [FutureNHS forum](#) - you'll receive instructions when you sign up to be a part of the Community
- Tell others about the Greener NHS Community. If they're interested, share this document with other individuals in the NHS for them to find out more. **Please**



**don't share in bulk or unsolicited**, unless you are sharing as a networker with your interested network or group.

- Get in touch with any suggestions, thoughts or queries on [greener.nhs@nhs.net](mailto:greener.nhs@nhs.net)
- Keep an eye out for more communications from us!