

Case study: Scottish Parliament



The Scottish Parliament ran an employee engagement programme through Do Nation to promote positive behaviour change to support Scotland's Climate Week 2023 initiatives.

It was a highly positive and engaging campaign, with staff at all levels getting involved. The Presiding Officer and Chief Executive of the Parliament led by example by sharing their climate pledges with all teams.

The programme has had significant impact. The employees' everyday actions are preventing 54tn CO2 from entering the atmosphere and saving 390tn waste a year. And importantly, the programme sparked discussions with staff about wider sustainability issues and future actions.

900

Pledges
made

47%

Pledges
confirmed

82%

Increased
sense of pride

54tn

CO2 saved
annually

71%

Increased
wellbeing

Using Do Nation's platform and supporting resources, Scottish Parliament ran a mixture of internal communications, knowledge sharing and in-person events to raise awareness of climate issues, and share practical steps for people to take to tackle climate issues together, as a work community.

People who participated said they learned of new ways to reduce their environmental impact, with many (71%) reporting increased wellbeing and pride in their organisation (82%).



"The programme will provide valuable information to feed into our corporate strategies on climate change and biodiversity, and provide actions for inclusion in our statutory reporting duties."

Damon Davies, Scottish Parliament

Scottish Parliament rounded off their Do Nation programme with an Awards Ceremony hosted by the Chief Executive. Together they proudly celebrated the impact made by teams and individuals.

Find out more at wearedonation.com or email info@wearedonation.com