



## PRESS RELEASE

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### **WORLD ENVIRONMENT DAY IS JUST 12 DAYS AWAY – BUT THERE'S STILL TIME TO CELEBRATE THREE THINGS IT'S NOT TOO LATE TO DO**

The countdown to the biggest day in the corporate environmental calendar has begun. Green teams across the country are planning awareness days and fairs to help their colleagues be greener. But even if companies haven't made plans, they can still show their support on June 5<sup>th</sup>.

**1) Hold an activity, workshop, or training session.** There are some really easy things companies can do to get their environmental messages across. It's not too late to book one of our innovation sessions or training workshops for your environment champions. We still have some availability for our EcoInteractive Displays, like our Energy Bike and EcoDriving simulator, which bring environmental issues to life and are great for a lunchtime display in your canteen.

*Find out more about our special World Environment Day offers on our EcoInteractive Displays at { [HYPERLINK "http://globalactionplan.org.uk/world-environmentl-day-special-offers"](http://globalactionplan.org.uk/world-environmentl-day-special-offers) }*

**2) Take stock of your strategy.** Sustainability managers need a plan to make sure World Environment Day leads to deeper engagement. Review your strategy – does it take your environmental message forward in the next six months? Make sure you have a plan to sell your environmental vision to your colleagues and create a culture of sustainability in your organization.

*Need help with planning? Our two-day scoping strategy can help. And we're talking lots about strategy at our upcoming Sustainability Masterclass: Employee Engagement on June 25<sup>th</sup> in London. Find out more about our scoping strategy service at { [HYPERLINK "http://www.globalactionplan.org.uk/scoping-and-strategy-service"](http://www.globalactionplan.org.uk/scoping-and-strategy-service) } or book a place on our Masterclass at { [HYPERLINK "mailto:business@globalactionplan.org.uk"](mailto:business@globalactionplan.org.uk) }.*

**3) Download our Twibbon.** Social-media savvy companies can download our Twibbon, a WED butterfly icon that shows your communities that you're supporting World Environment Day. Great

for your Twitter profile picture or Facebook page. The World Environment Day website has competitions and other ideas for activities you can do to get involved.

Download our World Environment Day Twibbon at { HYPERLINK

"http://twibbon.com/cause/World-Environment-Day-2/Join" }

**Trewin Restorick, CEO of Global Action Plan** says:

*"World Environment Day is the perfect opportunity for companies to look at how they are talking to their employees about the environmental issues they face, and to make sure their communications are as engaging and inspiring as they can be. It can also be a great springboard for companies to demonstrate leadership on the environment and talk about what they're doing with the communities they support."*

### **Notes to Editors**

For further information contact Stephanie Walker, Marketing Team Leader on 020 7420 4443, { HYPERLINK "mailto:Stephanie.walker@globalactionplan.org.uk" }.

### **About Global Action Plan**

Global Action Plan is the UK's leading environmental behaviour change organisation and, since 1993, has helped businesses, schools, and communities reduce their carbon footprint to positively impact on the environment and climate change. Global Action Plan consistently achieves significant environmental and financial savings in the UK by empowering people to take action on energy, waste, water and transport. Global Action Plan is the only charity in the UK to be supported by the United Nations Environment Programme.

For more about our special World Environment Day offers, email us at { HYPERLINK "mailto:business@globalactionplan.org.uk" } or call us on 020 7420 4423.

[www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)

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[http://www.linkedin.com/groups?home=&gid=3004320&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=3004320&trk=anet_ug_hm)

### **About World Environment Day**

World Environment Day (WED) is an annual event that is aimed at being the biggest and most widely celebrated global day for positive environmental action. WED activities take place all year round but climax on 5 June every year, involving everyone from everywhere. It is sponsored by the United Nations Environment Programme. Find out more about World Environment Day at { HYPERLINK "http://www.unep.org/wed/" }