

Agenda & Meeting Notes

Agenda & notes to be circulated via email to the group and shared with emily.ball@yoyodesign.com to upload onto the amplifi website

Group:	Creative, Media & tech
Date:	13th June 2024
Location:	Town Square
Businesses in attendance:	TBC
Apologies:	Maxim PR, Sharp Minds, Sharp thinking marketing, Bakerwilcox

How to get the most from today:
Listen, talk, support

Be open, be honest. It's completely non-judgemental, some of us will be further ahead or more aware than others and that's great – we can all help and learn from one another.

Notes will be shared on the website: <https://amplifi.tw/>

Intro, recap and agenda – 2 mins

Re-Introductions – 5 mins

We've got some new faces. Who you are, where you work, why you are here

NZN Platform update – 3 mins

AGENDA ITEM 1	TIME	NOTES/INFO
Playbook	45 mins	<ul style="list-style-type: none"> Switching to renewable energy suppliers and helping/encouraging/incentivising employees to do the same; (https://www2.deloitte.com/uk/en/focus/climate-change/renewable-energy.html) Waste and recycling – are there any efficiencies we can identify within the sector groups to make us better? Learnings from our own experiences? Transportation – Travel represents a large proportion of emissions - what can be done? Helping and incentivising employees to consider how they get to work: electric cars, bikes, car pooling, walking, etc.

		<p><i>Clearly this also applies to the transport for our supply chains. I found this article really interesting in helping me understand electric cars better- Factcheck: 21 misleading myths about electric vehicles - Carbon Brief</i></p> <ul style="list-style-type: none"> ● <i>Light bulbs – an easy change to make for us all;</i> ● <i>Refurbs and new/replacement of equipment – how can these be thought about differently to reduce their impact?</i>
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DISCUSSION NOTES:

- Prioritising a sustainable future over client relationships and profit is a big challenge, and contracts make this even harder. The reality is making these tough decisions between finance and making change.
- This is even harder with multi-occupancy buildings. With such huge expenditure, it's hard to convince landlords to look into renewable energy schemes. All we can do is try - asking the questions and persevering. The more you ask, the more other people can ask. It's a big task.
- The Real Estate sector group is looking at landlord contracts. Tenants need to be included in these discussions to work out where everyone is in their sustainability journey.
- Energy suppliers are keen on engaging with businesses to equip them with renewable energy, especially for businesses using lots of energy.
- We have to think about proportionality - if you're not using that much, should energy be your priority? Establish the benchmark and work out the biggest nut to crack. Energy might not be the place for everyone to start - you can't do everything. Maybe energy can come in a few years. Maybe transportation or engaging staff is an easier/more sensible point.
- It's worth doing the research and looking at your own carbon footprint. Compare against other suppliers to take a step in the first instance. Choosing something good without breaking the bank.
- Octopus claims 100% renewable energy.
- Working from Home is only getting more prominent. How do we encourage those individuals to choose renewable energy? Perhaps incentives like an electric car scheme and encouraging employees to make the switch by paying something towards it
- The main cost for solar panels is storage - cutting out the middleman by buying high capacity batteries directly from China and having them installed. Finding reliable installers and being an informed consumer is a challenge too. MCS is the standard/bare minimum for the industry, but premiums do come with that certification. Seb is exploring this second hand market for batteries and installation and will report back as he is working towards his goal of being off grid.
- Buying into a solar farm is an option. When you move, the tariff moves with you. Ripple Energy is good for households and maybe small businesses. Community solar power

in this way is good, but does require upfront funding.

- A lot of the properties in TW are in a conservation area, so you need planning permission - solar panels can't be visible to the public, and can't detract from the look of the street. This is a problem for a lot of TW - lots of listed buildings limits what we can do. There are talks about leniency on a national level. For now, it's on a case by case basis.
- Gamification as a means to get people involved - [Pawprint](#) is a system for incentivising employees to do more. It's a good win, and on an individual basis it adds up too.
- Transport can be a big emission (e.g. travelling to see clients). It's a big area to look at. Things like electric bike trials are fun for team-building but also showing good alternatives. It does take thought and organisation, and someone has to say something. How can you get it into the psyche of the business?
- Ebikes for sale / corporate hire - <https://countryhireandgo.com/>
- We can incentivise staff by providing extra days of holiday to allow for the fact that it takes more time to travel if you go by train rather than fly.
- Having a Carbon Budget per person or per team solidifies lots of different incentives into one thing to aim for.
- How do we square up wanting people to come into the office with not wanting people to travel, and then balancing that with business needs? Maybe it's a case of 80/20 - making sure that people who live locally are making the effort and being more lenient with those who are further away.
- Building culture and maintaining productivity doesn't necessarily mean being in the office all the time, and mandating face-to-face is pushing employees away.
- Doing something as amplifi (choosing a day to walk/ bike etc. and set an example) and then promoting it as something for others to do. We can talk about the problems we face - e.g. we need more cycle lanes, fumes are too much. Collectivising as a concerned unit.
- Should amplifi put pressure on companies? Cycle lane from Tonbridge from TW, bringing back Eurostar etc.. There are ongoing campaigns (like the mass cycle ride) but the more publicity the better, it might move faster, make the connections to make it happen. We have a channel, let's use our collective voice.
- Going for the better option, not necessarily the best option. You don't have to go the whole way, it's about creating options
- Framing these alternatives as positive on an individual level - doing things differently mixes things up and creates opportunities for ideas and inspiration.
- It would be helpful to reduce the friction. Having lockers, having showers, being accepting all makes it easier for the individual. Also cycling safety is a concern. Offer classes or equipment as an option. Cycling groups match people up with others who do a similar journey, which has worked well in London. Storage, security - complicated enough to plan and cycle, let alone dealing with it once you get to work. It's a fuff and you have to be motivated. Putting convenience at the centre helps with this.
- Sometimes sustainability is a secondary benefit (e.g. 100 miles movement for mental health, was for a charitable cause), but it shows that change is possible and positive. Give people a goal, and they buy into the experience. There's a lot in it - building culture, promoting health and wellbeing, and more.

- Encouraging walking meetings, and rewarding team step count also feeds into the picture of sustainable transport. It's not always just about reducing emissions - it's about the wider benefits like health, and saving money - these are bigger concerns for people, so playing on those aspects might be more successful. Putting people in those situations makes it feel more real.
- Bristol as an example - communication between local events and rail and bus companies to make sure there are transport options when the event is over, and offering a discount on ticket/bundle deals.
- [Coco](#) is an app for companies that allows you to track the carbon emissions of every journey, show the most sustainable routes, and generally help measure sustainability better.
- Should we consider putting a set of questions together for local party candidates to then present to them as amplifi? However, we are activators, not activists - we need to be apolitical
- Maybe we could have a local network of cafes that are cyclist friendly? Allow you to change and have a drink?
- How can we harness the collective ideas to make it happen? Putting the tips and tricks into a post for social media, and focusing on one issue to build a campaign around
- We could have a quiz for people to go through to choose what is most relevant to them. Picking a category, and then amplifi can show how people have acted on it - what's worked, what hasn't. This gives people an example to copy and solves the problem of not knowing where to start or exactly what to do - providing a framework in the same way that B Corp certification does.
- Structuring all of the data and then selecting categories for an output. Submitting ideas in a structured format like a form or through [monday.com](#), then seeing who it applies to based on things like headcount and budget. Then going into that database and seeing a dropdown of what is relevant to what you can do. Allows you to have input. If someone puts an idea forward, they can then go to amplifi website to submit it. Then using amplifi resources to vet it. Simplifies the noise - very specific to Tunbridge Wells.
- It's important to have sector specific conversations, but also means there will be overlap. Knowing where to place our energy. A tagging system in the data that allows you to see exactly what's been discussed. We don't want a big list. E.g. inspire me > transport
- [Eddie.net](#) is a sustainability website. Using AI for tagging with human intervention. Maybe a microsite that draws on that information. We don't want to recreate what's already there. But making it hyper localised.
- HSM Profipack is a machine that turns cardboard into an alternative to bubble wrap. Around £1200. Turns waste into something useful. Seb has one - can this be shared?
- On a council level, having one of those machines at a waste site, and then allowing people to buy the packing materials -
- A Tunbridge Wells circular economy to promote reuse? The waste from one business could be really useful for another. The challenge is communication. Maybe this is where amplifi comes in. Posting what we've got, and providing a way for people to look for it. Maybe there's an existing platform that we can take advantage of. Not investing in building something new.

- Charities as an option for what we consider waste, especially following refurbishment. Taking the time to find the right partner to share with.
- Lending out things like a jet washer as an example of reducing waste - why have one each when it's not something we use on a regular basis? We need a central point of knowing. The [Library of Things](#) in London fulfills this. It could be expanding nationally?
- Building up graveyards of physical tech like hard drives. Wiping them and recycling them. With the IPA, there's a whole process. It feels throwaway, which is the problem.
- We don't have food waste collection as standard. It's not sanitary to store it in the office, but we need to do something with it. On a personal level, people can use it for allotments - a communal space that makes use of that waste.
- First mile has an organic bin - they collect and recycle it, which shows that some waste contractors will. Difficult on a small business level, but maybe possible on a bigger scale - e.g. whole business parks.

ACTIONS / NEXT STEPS:

All text here to capture actions:

- *Small group to develop content plan for events, webinars and sharing of ideas*
- *Henry to share council grants for businesses - 15th July.*
- *£25,000 available to go towards sustainability. Deadline 15th of July, results by end of July, project by end of the year*
- *Ambitions for the borough around climate change and getting to net zero, and what businesses need from the council - discussion TBC.*

AGENDA ITEM 2	TIME	NOTES/INFO
Challenges & opportunities	20 mins	<ul style="list-style-type: none"> - <i>Update on what is happening in the real estate / culture & arts group</i> - <i>What issues are you grappling with?</i> - <i>As a group, what ideas / initiatives can we offer to the business community?</i>

DISCUSSION NOTES:

- Employee engagement - actually working towards and achieving the goals we set out. Keeping up momentum in a way that's sustainable. People may work at a B corp but they still have to do their day job. People have priorities, and even though they're interested it's difficult to put into practice. Doesn't make sense to hire someone to manage that work stream so it ends up getting deprioritised.
- Maybe a financial motivator is necessary. 10% of everyone's bonus is linked to sustainability, and putting it in job descriptions as an incentive. People get appraised on it. Providing tangible things as part of the joining package - giving an e bike in

addition to laptop, tech etc.

- Having a list of activities that people can pick from and do for volunteering activities, and writing that into objectives. Posting on social media as “proof” also helps with culture. Using another service, e.g. matchable to help find opportunities.
- Focus groups for making sure that goals are being set, by hearing from people from all levels. Empowering everyone to show they have a voice.

ACTIONS / NEXT STEPS:

All text here to capture actions:

AGENDA ITEM 3	TIME	NOTES/INFO
Support options	10 mins	<ul style="list-style-type: none">- NZN Platform- Expert volunteers- Edie- Educational content programme

DISCUSSION NOTES:

- Net zero now - either a self serve or with consultancy to measure emissions. Amplifi is doing at least 50% off. There are others, so please share.
- Expert volunteers - dealing with specific challenges.
- TBC partnership between edie and amplifi
- More regular content (maybe monthly) concentrating on particular topics. Providing more touchpoints for people to engage.

ACTIONS / NEXT STEPS:

Reflect on - what can we, as a group offer to amplifi? How can we use our expertise? How can we get more junior members of the team involved?

Next meeting will be 17th September, 9.30