



GREENER COMMUNICATIONS

A SUSTAINABILITY PARTNERSHIPS TOOLKIT.



SUSTAINABILITY
PARTNERSHIPS

**HEALTHIER PLANET
HEALTHIER PEOPLE**



Discover how the NHS is becoming greener. Search Greener NHS

GREENER COMMUNICATIONS

This toolkit has been developed with the South East Greener NHS Programme. The South East Greener NHS programme is working with their staff, hospitals, and partners. They are building on the great work being done by trusts across the country, sharing ideas on how to reduce the impact on public health and the environment, save money and reach net carbon zero by 2040.

In October 2020, the NHS became the world's first health service to commit to reaching carbon net zero, in response to the profound and growing threat to health posed by climate change. The "Delivering a Net Zero Health Service" report sets out a clear ambition and two evidence-based targets:

1
To reach net zero emissions for the care we provide (the NHS Carbon Footprint) by 2040

2
To reach net zero emissions across the entire scope of our emissions (the NHS Carbon Footprint Plus) by 2045

Thanks to NHS people, partners, and suppliers, we're already on the way to building a greener NHS.



STAFF ENGAGEMENT

Ensure communication is two-way and/or face-to-face.

Ask staff what they want, need and are interested in.

Supporting health and wellbeing and equality and diversity helps to reinforce staff engagement & contributes to an overall improved staff experience.

01.

PARTNERSHIP ENGAGEMENT

Encourage feedback from your partners and act on it.

Focus on face-to-face communication.

Be aware of the context and individual situation of each partner – emotional intelligence is key.

02.

COMMUNITY ENGAGEMENT

Target your audiences to segment information and avoid overload.

Network & build a group of people who are inter-connected e.g. a pan regional working group.

Provide opportunities for people to get involved – e.g. specific projects & events.

03.





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