

Attendees: Hilary Hurrey (Action Sustainability), Robyn Kelly (Action Sustainability), Emma-Jane Allen (Action Sustainability), Lydia Higgins (Action Sustainability), John Dwyer (Telford Homes), Nathalie Ritchie (National Grid), Kris Karlake (BAM), Alice Hands (Sir Robert McAlpine), Katherine Rusack (Balfour Beatty), Cyndi Mudaly (ENGIE), Daniel Harvey (Wates).

Apologies: Becky Bryant (Action Sustainability), Mandy Messenger (Advante), Antony Lavers (Taylor Wimpey), Jo Gilroy (Kier), Michael Cross (Willmott Dixon), Jade Hunt (Kier).

1. Learning & Engagement update

Hilary presented the final engagement figures for the last FY and also the most recent engagement figures (learner numbers, resource access, e-learning views) for April 2021. It has been a good start to the year with engagement levels being maintained.

2. Marketing Automation

Lydia presented on marketing automation to remind the group of the Schools plan to integrate an 'educational series' and 'new member acquisition' automated journeys.

The group were asked to vote on which topics they would like to see first in the educational series. Results below confirming top educational series are 1) Energy & Carbon 2) Sustainable Procurement 3) Social Value.



The group then went on to discuss the new member acquisition automation journey, focusing on the messaging and resources that could be included. Below is a summary of comments:

Comments:

- ✓ One group liked the subject line messaging: "Join over 50,000 members to start building on your sustainability skills and knowledge..."
- ✓ FREE messaging would work well – no cost to them
- ✓ Can there be some messaging that recommends they refer the School to a colleague who manages sustainability ("Have you remembered to tell your colleagues about the School?" -> this would work better if the priority supplier was already a member)
- ✓ Make the messaging more conversational as the email trail goes on
- ✓ End email chain with "Are we reaching the right person?" "Do you have a ESG/sustainability champion within your business who could benefit from becoming a member of the School..."
- ✓ Stats / testimonials - use Impact Survey stats "50% of our members believe being a member of the School has helped them improve the quality of their business... etc"
- ✓ Highlight within messaging that the School is a supportive community

- ✓ Within content perhaps split out the topics available on the School – carbon etc.
- ✓ The data needs to be carefully considered in how it would be structured. Partners may well share supply chains however they will possibly have different contact names.
- ✓ The messaging needs to be tweaked slightly so it is less marketing speak – focus more about the relationship with the customer and the customer is inviting you to join.
- ✓ Focus the messaging on fear of missing out – “Why haven’t you joined the School yet...”
- ✓ Include testimonials in the content.
- ✓ “Does your ESG / CSR Manager need more support?”
- ✓ Offer rather than ask it as a question. “Let us help you measure your sustainability.”
- ✓ More emphasis on ‘free’ training. “This is completely free. As suppliers you won’t incur any further costs to your suppliers”
- ✓ Consider including practical guides on ‘how to’ use the School.
- ✓ Ensure that the content includes beginner, intermediate and advanced options as some members will be more advanced than others and this will ensure no one is ruled out.
- ✓ Tailor messaging to specific key dates (with School content calendar) e.g COP 26 etc.
- ✓ Leverage the relationships with Partners.
- ✓ Different messages for different sized companies? SMES vs. larger?
- ✓ Could there be different messages for different sectors eg. FM, utilities, social houses, construction etc? (NOTE: dependant on data)
- ✓ Could the format of the email have moving images to encourage engagement? (NOTE: dependant on budget)
- ✓ Encourage Partners to support the process e.g Partners are aware of the timescales so that they can support the automation by informing their priority suppliers that they will be contacted; they can also engage with their various teams to make them aware etc.

There were also suggested messaging made on the jam boards which will be incorporated into the feedback.

<https://jamboard.google.com/d/1FKLi4l6HmXudOIG-JGrDgnDRrDLWHwVyr0tffF4fSfyU/viewer?f=1>

Actions:

- The other leadership groups will be asked to input into which topics they see as a priority to add to the mentimeter vote.
- Lydia will take away all comments and feedback and use this to further develop the Member acquisition automated journey. Any further updates will be presented at the next meeting in July.
- A Data Sharing Agreement will be shared with each Partner for review and signature.

3. Review of the Membership levels

Hilary presented on the current membership levels and how these compare to current engagement. The idea of reviewing the membership levels is due to the fact that the School has progressed in leaps and bounds over the last two years and engagement levels have dramatically increased as a result. The question is whether the Bronze, Silver and Gold membership levels reward this engagement.

The group were asked: ‘What sort of engagement do you want to see from your supply chain?’. The group were asked to prioritise: Assessments; Learning Pathways, Training Activities and Elearning and then discuss the reasoning and any further ideas. The feedback is listed below.

It was noted in the meeting that if membership levels are changed this will not happen immediately! The team are aware that many Partners have set targets/ objectives around engagement based upon the current levels.

https://jamboard.google.com/d/1mzL9B_jt2VSzcro2nqxMcRD9YVZI1kdQZAi_amm4R4/edit?usp=sharing

Comments:

- ✓ Using and engaging with the Carbon Tool should be included somewhere in the levels.
- ✓ The People Matter Charter and being a signatory could be included.
- ✓ SME engagement vs large organisation engagement should be explored and considered. There could be a set of levels for SME's and a set for large organisations.
- ✓ Incorporating discussion forums into the learning e.g. a set of resources are completed and then a discussion takes place. This can be incorporated in a learning journey where the cohort has to complete learning and attend a training session.
- ✓ Assessments are currently dominating the levels and there are so many other ways to engage with the School.
- ✓ There should be a 'shopping list' approach introduced so that a number of things could be selected to each level. There could also be one 'shopping list' for SME's and one for large organisations.
- ✓ Learning Pathways are an important piece of functionality and should definitely be considered to be part of the levels. This needs consideration however as ideally there is some sort of collaboration on the learning pathways eg. Using the School self-enrol pathways.
- ✓ On the higher risk categories is it possible to be more specific?
- ✓ Engaging different teams within the business - comms, procurement, etc (what % of employees within organisation are engaging?)
- ✓ Role specific training? Set online task in own time, but they follow up with a discussion virtual forum to cement learning (presentation, task etc) - idea to increase engagement more online.
- ✓ Assessments still important for benchmarking / measuring engagement with School. Assessments perhaps more valuable for corporate not individual?

Agreed:

- It was agreed that the levels do need a review.
- Though assessments are important, the learning pathways were also seen as a high priority to be included in some way with the Membership levels.

Actions:

- The feedback will be considered and fed back to the other Leadership groups. Each group will also be asked to provide opinion.

4. AOB & date of next meeting

The next Operations Group meeting is taking place on Tuesday 18th July, 10.30am - 12.30pm. This will be virtual.