

The new interactive tool to engage your team to the SDGs

Creating a culture that inspires everyone to think about building the SDGs into their jobs is a challenge Christchurch Airport is tackling through innovation.

The airport has created a bespoke digital tool that sits on its intranet and, in real time, tells users all the company is doing to work towards the eight SDGs it currently focuses on.

The tool also lets staff lodge ideas of new actions the company can take.

The content of P1 (Planet One) was the brainchild of the airport's Sustainability Champion, Caroline Thalund who worked with one of the company's Sustainability Ambassadors, IT expert Martin Crockford, to bring it to life.

After introducing the SDGs to staff (which involved planting 250 native trees), Caroline kept receiving ideas as to things the airport could do to help achieve them.

"There were some great ideas and some which we were already doing. I wanted to create a one-stop-shop that would both showcase our current workstreams and act as an ideas bank. It had to be interactive, easy to use and engaging. Nothing like this has been done before so I worked with our ambassadors, IT and Marketing teams to create it."

P1 also tells staff why they should care about each of the eight SDGs, how they can work towards it (at work and at home) with simple ideas tailored to the Airport and Canterbury.

"It's about bringing the SDGs to life, making them accessible and engaging," says Caroline.

P1 was launched in April 2019 with Caroline introducing it to teams in face-to-face sessions and running an initial campaign, with prizes, to incentivize staff to submit ideas.

143 ideas were lodged within four weeks of launch.

"We were delighted with the engagement and with the quality of ideas, many of which we are working to implement," says Caroline.

Phase Two of P1 will enable the delivery of the ideas to be tracked and automated reporting on all of the actions.

"We are also looking at ways we can help other companies do the same," says Caroline.

"P1's success shows that if you make something compelling, sincere, transparent and easy, people will engage with it. This is work that makes us very proud and we look forward to sharing it with other organisations."



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Most relevant SDGs:

