EUROPEAN CLIMATE PACT

WEBINAR

DEEP-DIVE SESSION

DRIVING SUSTAINABILITY AT YOUR WORKPLACE

20 October 2026

12:15 – 13:00 CEST

#MyWorldOurPlanet #EUClimatePact

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HOUSEKEEPING RULES

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By default, all attendees' microphones and cameras are off, but you can use the **Slido Q&A function** to ask questions to the speakers

There will be polls being launched – so be ready to respond!

This meeting is **recorded** and **materials** will be shared afterwards

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WHAT'S THE EU CLIMATE PACT?

“My World. My Action. Our Planet.”

- Initiative launched by the European Commission aiming to create a movement of people, communities and organisations united around **climate action**.
- As part of the European Green Deal, it is helping the EU meet its goal to become climate-neutral by 2050.

1000+ Climate Pact Ambassadors in all MS

6 group activity ideas for citizen engagement

300+ events in EU Member States

45 Climate Pact Partners

184 Climate action resources on website

INTRODUCTION OF SPEAKERS

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Markéta Svobodová

Founder of RespON

Romy Lauwers

Co-founder of Changemakers Unite

Oliver Torfs

Co-founder of Changemakers Unite

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WHY THE WORKPLACE IS THE PERFECT PLACE FOR CHANGE

Markéta Svobodová
Founder of RespON

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HOW ORGANISATIONS MULTIPLY IMPACT

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- **Scale:** Small improvements across many employees, sites and operations add up.
- **Resources:** Budgets, technology and expertise enable changes beyond individual capacity.
- **Policies & processes:** Embed sustainable practices into everyday decisions.
- **Supply chains:** Influence suppliers and business partners through shared standards.
- **People:** Inspire employees to adopt new behaviours and spread ideas.
- **Reach:** Shape products, services and programmes that affect customers and wider society.

Motivations differ:

Internal drivers
Mission • values • strategy

External drivers
Law • customers • supply chains

WHY EVERY EMPLOYEE HAS MORE INFLUENCE THAN THEY THINK

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- **Everyday decisions matter:** Small choices can improve how work gets done.
- **A voice can spark change:** Asking questions and challenging the status quo can open new possibilities.
- **Ideas travel:** One suggestion can inspire colleagues and spread across teams.
- **Unofficial leaders:** You don't need to be a manager to make a difference.
- **You see what leaders may miss:** Frontline experience reveals practical problems and opportunities.
- **Collective action creates momentum:** When employees speak up together, change becomes harder to ignore.
- **Change starts with initiative:** You don't have to wait for permission to suggest a better way.

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A SINGLE DECISION CAN TRAVEL THROUGH A SUPPLY CHAIN

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PURCHASER

Sets expectations and requirements

→

SUPPLIER

Adapts policies and practices

→

WIDER EFFECT

New practices may spread further

Major-customer codes of ethics can trigger real changes at suppliers.

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YOU DO NOT NEED A SENIOR]TITLE TO START CHANGE

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01 → **02** → **03** → **04**

NOTICE

Spot a problem or an overlooked opportunity

SPEAK UP

Raise the question; share an idea

CONNECT

Find allies and the right decision-maker

EXPERIMENT

Suggest a small pilot; learn and adapt

Your influence can begin with a question, a connection or a small experiment.

Sometimes the first impact is simply making an issue visible.

You may have less formal power than senior management - but more influence than you think.

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PRACTICAL EXAMPLES

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Change depends on everyday decisions and on who believes they will be heard.

EVERYDAY ETHICS

Telecommunications example

An initiative on the Code of Ethics explored how sales and marketing incentives could affect transparent communication with customers.

MUTUAL ASSUMPTIONS

PhD research insight

Leaders may underestimate employee interest in sustainability, and vice versa.

TWO DIMENSIONS OF IMPACT

State agency

Operations: How the organisation itself works. Inspirational sessions on sustainability across divisions.

Programmes: How agency's support influences startups and other organisations.

Don't assume nobody cares. Find the person who cares and can help.

Start small. Make opportunities visible and inspire. Build from there.

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DRIVING SUSTAINABILITY AT YOUR WORKPLACE

Romy Lauwers and Oliver Torfs
Co-founders at Changemakers Unite

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FROM IDEA TO ACTION BY CHANGEMAKERS UNITE

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The rhythm we use with Universities, highschools and multinationals as clients

1) **Listen**

   Talk to colleagues first. Interviews show what is already alive. Creating hummus.

2) **Understand**

   Name the barriers together, from the inside.

3) **Co create**

   Small groups generate ideas and test what is feasible.

4) **Decide together**

   Agree on actions, owners and timing.

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WHAT GETS IN THE WAY: FOUR FORCES MODEL

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Push

What makes today uncomfortable enough to want change

Pull

What attracts people to a different way of working

Anxiety

Doubts: will it work, who has time, is it my place?

Habits

Routines, silos and "we have always done it like this"

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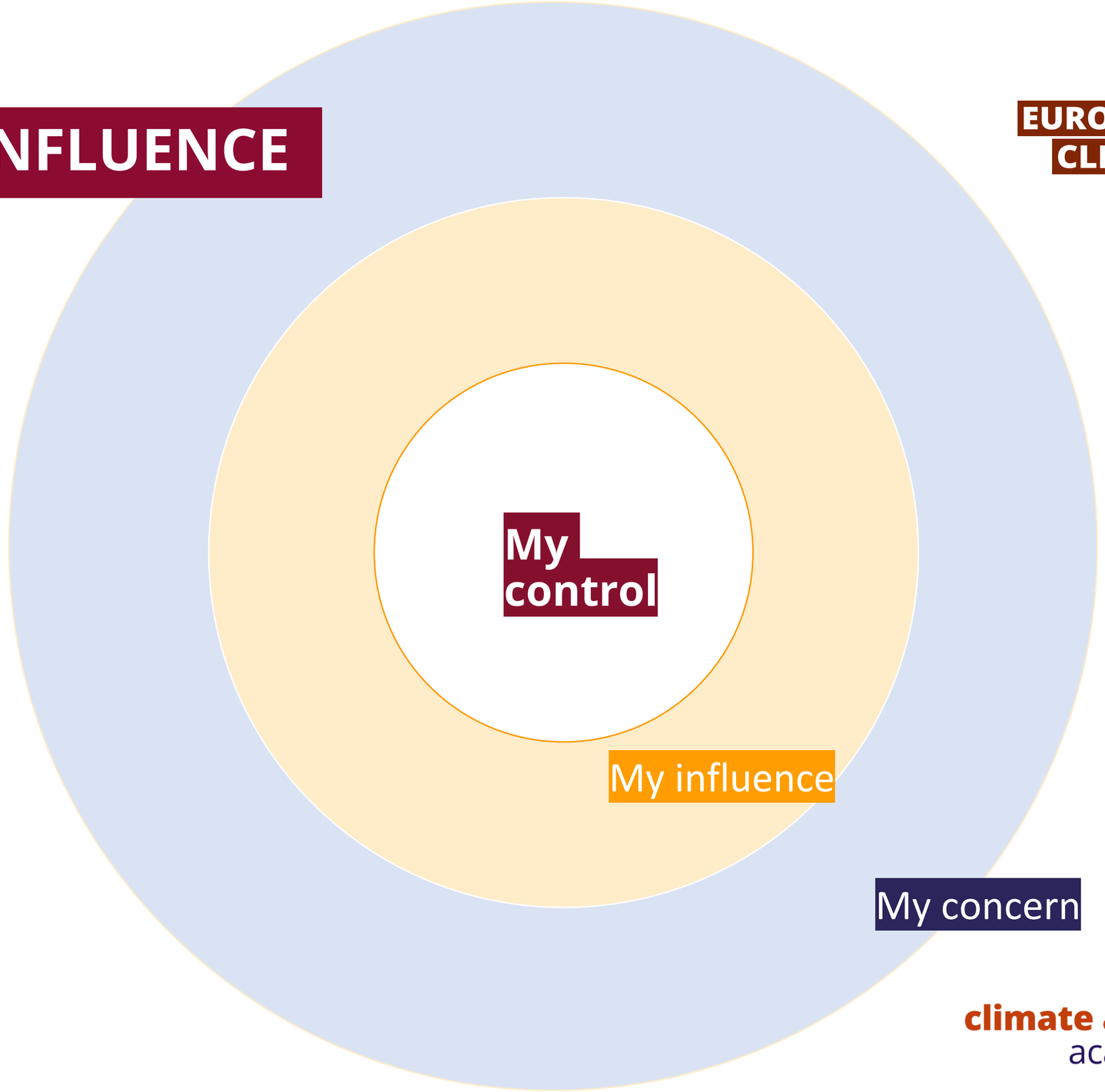
YOUR CIRCLE OF INFLUENCE

In the poll: take your change from the check-in. Where does it sit in the circle of influence?



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Final remarks

CLIMATE PACT ACTIVITIES

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New Ambassador call coming!

This **Autumn,** a new call for people across the EU to become Climate Pact Ambassadors will be launched.

📅 Applications close on **31 October**

Download the 2026 Ambassador Call for Applications Toolkit

Join a growing community of people driving positive change and helping accelerate Europe's transition to a climate-neutral future.

Spread the word!

Follow the QR code to visit the website

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CLIMATE PACT ACTIVITIES

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Save the Date:
European Climate Pact Annual Event 2027

Mark your calendars for **13-15 April** in Brussels, where climate advocates, policymakers and change-makers from across Europe will come together to exchange ideas, share experiences and shape the path towards a greener future.

💡 High-level **discussions**, inspiring **stories**, **networking** opportunities and interactive **sessions** co-created with the Pact Community are waiting for you!

STAY TUNED!

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CLIMATE PACT UPDATES

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EU Academy platform migration

The EU Academy will soon be moving to a new platform. During the transition, all learning content will remain accessible, allowing you to continue your courses and learning
journey without interruption.

However, we kindly encourage you to:

🤝 **Download your certificates** and keep them for your records.

📚 **Complete any courses** currently in progress and continue making the most of the learning opportunities available on the platform.

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CLIMATE PACT ACTIVITIES

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Visit the Climate Pact website to:

Build your climate knowledge with the EU Climate Action Academy's resources

🤝 Connect with Climate Pact Ambassadors, Partners and Country Coordinators

📢 Get inspired by the Making an ImPact stories and the winners of the Pact2School activities

🛠️ Check out our tools for citizen engagement

🗓️ Discover Climate Pact satellite events near you

📰 Subscribe to the newsletter!

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Resources

MARKÉTA SVOBODOVÁ, FOUNDER OF RESPON

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Publications

- Leadership: Responses to insufficient sustainability leadership: Dialectics of resistance (2026)
- A case in a book: Long-Term Thinking across Leadership Hierarchies in The Czech Republic (in An Organisational Guide to Skills for Green Workforce Transformation; Routledge, 2026)
- SAGE business case: A Grassroots Movement in a Large Organization (in the Sage Business Cases 2024 Annual Collection)
- A chapter: Motivations for sustainability in manufacturing at multiple levels (in the Handbook of Multi-level Climate Action: Sparking and Sustaining Transformative Approaches; Edward Elgar Publishing Ltd., 2023):
- Dissertation Thesis: Sustainability in an Organization: Motivations´ Perceptions, Limitations and Paradoxes, 2022

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