



Overview

- Introduction and my motivations
- Key factors that contribute to positive behaviour change
- Challenges
- Examples of K10's best practice regarding behaviour change and embedding sustainability

Introduction

Industry: Construction
Impact: Employment
Founded: 2010, Social Enterprise

“Converting Potential” - offering training & apprenticeships in the local construction industry to disadvantaged young people

The problem

- High Youth unemployment
- Lack of skilled labour
- Short-term nature of construction employment
- Lack of local employment opportunities

The solution:

- Collaborates with LAs to evaluate local labour targets against local construction developments
- Consults with developers & contractors to gauge apprentice demand, enabling them to meet targets
- Provides training & employment opportunities

Social Impact statistic highlights

- 15% of K10 apprentices on site are women
- 12% are ex-offenders
- 73% are 18-24 year olds
- 10% have a disability
- 84% were previously unemployed
- 30% were unemployed for 12 months+

The Brundtland Report, October 1987
defined the meaning of sustainable
development as:

“OUR COMMON FUTURE:

development that meets the needs of
the present without compromising the
ability of future generations to meet
their own needs.”

Positive behaviour change

Structure & Responsibilities

- Environmental champion and committee
 - Develop and agree K10 environmental policy
 - identify key roles & responsibilities

Setting objectives & Targets

- Minimising our environmental impact, taking into account production, communications, procurement & delivery

Monitoring & measuring

- Monthly/quarterly measurement & analysis with an annual review

Corrective Process

- Identify & correct problems & prevent recurrences

Awareness raising, competence building & communications

- Commitment and responsibilities communicated throughout staff induction
- Environmental agenda and achievements incorporated into team, client & partner meetings
- Achievements to be highlighted internally and externally

Challenges

- Unfortunately too many people in the modern world still think that the environment is something outside or apart from themselves. The reality is that everything we do is a subset of the environment
- To ensure environmental sustainability remains a priority on the agenda
- To keep momentum up
- To ensure individuals take personal responsibility for their behaviours and actions towards environmental sustainability. It's individuals that will make the difference, not what's written in your environmental policy!

Examples of Best Practice

Waste hierarchy

Promoting individual responsibility for adherence and consideration to these principles



Target setting, monitoring

Specifically to:

- reduce energy
- reduce water
- reduce recycling waste

Transport policy

- 100% of our team use public transport to get to work
- Cycle to work scheme - 33% of our team cycle to work

Purchasing & procurement policy

- Earth - brand management consultancy that specialises in creating responsible business strategy at their heart
- Green Inc (stationers) - providing eco-friendly products
- Les Oakes & Sons - Architectural reclamation yard



