

# Champions of Change Playbook



How to build a network of  
**CSR & Sustainability Ambassadors**  
in your organisation





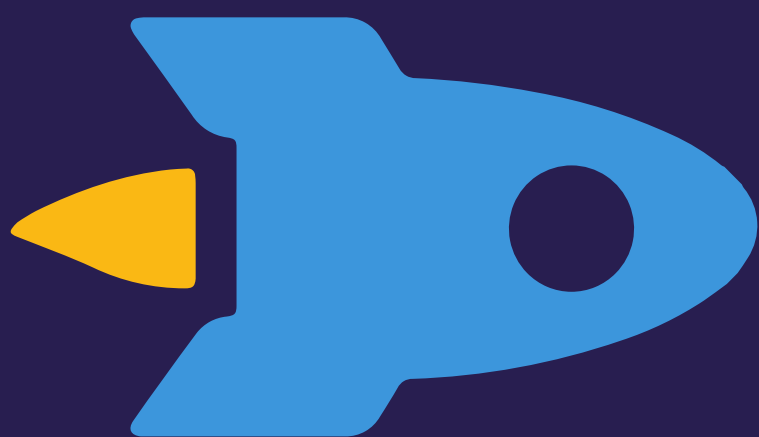
# Introduction to the playbook

## Why It Matters

The role of businesses in society has evolved. It's no longer just about profit; it's about purpose. Your ambassadors are key players in this shift, driving initiatives that resonate with your employees, stakeholders, and the broader community.

## What's Inside

This playbook is your guide to developing a dynamic network of CSR & Sustainability Ambassadors within your organisation. It's about transforming employees into catalysts for positive change, aligning their passion with your company's mission.



# Ambassador Network Structure



**Strategy**

**CSR & Sustainability  
Manager(s)**

**Regional Coordinators**




**Ambassadors network**

**Employees**



# Role Ambassador

- 1. Advocate:** Promote sustainability and social responsibility within the organisation and in external engagements.
- 2. Change Agent:** Initiate and drive change towards more sustainable practices within the company.
- 3. Educator:** Inform and educate colleagues about Sustainability issues, practices, and the company's CSR goals.
- 4. Innovator:** Develop and propose new ideas or projects that align with CSR and sustainability objectives.
- 5. Collaborator:** Work across departments and teams to implement sustainability initiatives, fostering a culture of teamwork and shared responsibility.

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- 6. Communicator:** Effectively communicate CSR activities and achievements to both internal and external audiences.
  - 7. Event Organizer:** Plan and organize CSR-related events, workshops, or campaigns to engage employees and stakeholders.
  - 8. Advisor:** Provide insights and feedback to management on CSR strategies and employee engagement.
  - 9. Role Model:** Lead by example, demonstrating sustainable practices and ethical behavior in their daily work.
  - 10. Community Liaison:** Represent the company in community initiatives and partnerships related to CSR and sustainability.
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# Step 1



**Vision & Mission  
Alignment**



# Vision & Mission Alignment

## Why alignment matters

The effectiveness of your CSR & Sustainability Ambassadors is rooted in how well their actions align with your company's vision and mission. This isn't just strategic—it's essential for authenticity and meaningful impact.

## The Big Picture

The global perspective meets local action. Your ambassadors should represent your company's commitment to Sustainability and social responsibility, acting as catalysts for change both within and beyond your organisation.

# Step 2



**Ambassador  
Selection**





# Choosing the right champions for change

## **Look for Passion**

Seek out employees who are genuinely enthusiastic about CSR and Sustainability. Passion is infectious, and these individuals will naturally motivate others.

## **Diversity is Key**

Embrace diversity in all forms—departments, roles, backgrounds. A varied group brings different perspectives and skills, enriching the program.

## **Leadership Potential**

Look for those with the potential to lead and influence. They don't have to be in managerial positions, but they should have the respect of their peers and the ability to inspire action.

## **Commitment Matters**

Choose individuals willing to dedicate time and effort. Being an ambassador should be seen as a privilege and a responsibility.

## **Skills and Experience**

Consider candidates with relevant skills or experience, but also be open to those eager to learn. Sometimes enthusiasm trumps expertise.

# Step 3



**Training &  
Education**



# Equipping Ambassadors for Success

Effective training and education are the foundations of a successful ambassador program. It's about more than just imparting knowledge—it's about building confidence and skills to drive change.

- **Tailored Content:** Ensure your training is relevant to your company's CSR and Sustainability objectives.
- **Engagement is Crucial:** Make learning interactive and enjoyable. This increases retention and application of knowledge.
- **Empower with Skills:** Equip your ambassadors with the skills they need to be effective in their roles.

# Step 4



**Resource  
Allocation**



# Providing the Tools for Impact

Empowering your ambassadors with the right resources is essential for turning their passion and training into actionable impact. Adequate resources signal your commitment to the program and its goals.

- **Time Investment:** Consider allocating work hours for their activities.
- **Access to Tools and Information:** Provide ambassadors with essential tools, including digital platforms & communication channels
- **Management Support:** Secure active backing from senior management
- **Collaboration Opportunities:** Enable ambassadors to collaborate across departments, boosting cross-functional engagement.

# Step 5



**Initiatives  
& Actions**



# Turning Ambition into Reality

Your ambassadors are now equipped and ready. It's time for them to translate their training and resources into tangible CSR and sustainability initiatives.

- **Action-Oriented:** Encourage ambassadors to move from planning to action, keeping initiatives aligned with company goals.
- **Start Small, Think Big:** Pilot projects are great for testing waters and refining approaches.
- **Engage and Measure:** Involve wider employee base and always have clear metrics for success.



# Step 6



**Communication  
& Engagement**



# Building Connections and Momentum

Develop a communication strategy to keep ambassadors informed, engaged, and connected with each other and the wider company.

- **Consistent Updates:** Keep the communication frequent and relevant to maintain engagement.
- **Storytelling is Powerful:** Personal stories can be incredibly effective in communicating the impact of your CSR efforts.
- **Feedback and Community:** Both are essential for a vibrant and evolving ambassador program.

# Step 7



**Recognition  
& Rewards**



# Celebrating Contributions and Encouraging Excellence

Implement a system to recognize and reward ambassadors for their contributions and achievements, enhancing motivation.

- **Visible Appreciation:** Make recognition visible and frequent to reinforce positive behaviors.
- **Diverse Rewards:** A mix of incentives caters to different motivations and preferences.
- **Incorporate into Career Path:** Recognising ambassador work in career development adds value to the role.



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