



The Tomorrow's England
collaboration with
employers and business

Is Your Business Thinking about Climate Change?

Can you help get other people thinking
and talking about it too?

Join us and be part of the conversation...

How will climate change affect *us* here in England?

Tomorrow's England – a major project linking Department for Environment, Food and Rural Affairs with 11 leading environmental and community organisations – aims to find out how close to home climate change might be for people in this country. It aims to paint a picture of places and lives, business and government, in England in 2025 and 2050 should current trends in carbon emissions continue. This is being done region by region, even town by town where possible.

It's a public information programme that will be grabbing attention from January 2008 onwards when compelling findings will be released about the shape of things to come if society *doesn't* start to tackle climate change soon. The aim is to warm people up to the idea of firm action being taken, both at a national level and in people's own lives. Major interest in the project is anticipated from regional and local television, radio and newspapers in particular.

We're now looking for employers, businesses and industry to endorse the aims of the Tomorrow's England project and help us change attitudes to climate change.



By signing the **Business Pledge for Tomorrow**, your company could play a vital and visible role by helping us reach out into communities. In return, we offer recognition on the Tomorrow's England website and a real opportunity to underline and promote your own corporate social responsibility. And if you have a localised presence, we would like to offer you local media opportunities too.

The Business Pledge for Tomorrow

Your company agrees to:

- Endorse the aim of the Tomorrow's England project in seeking to change attitudes towards climate change.
- Assess your company's own carbon footprint and pledge to reduce it.
- Begin discussion within your workforce on how they themselves can play a part in tackling climate change, both at work and at home.
- Where your company has a localised presence, provide comment on request to appropriate local media on the need for action on climate change, following the launch of the Tomorrow's England output materials.

In return, Tomorrow's England will provide:

- Recognition for your company on its website. Companies with a localised presence will also have the opportunity to put forward local spokespeople through regional Tomorrow's England press releases.
- A pledge certificate suitable for display purposes, stating: "[Your business name] is supporting the Tomorrow's England project and helping to change attitudes towards climate change."
- Access to our research output on the impacts of climate change on the region or regions in which you operate.

If you would like to find out more about the **Business Pledge for Tomorrow**, contact Susan Brown at Tomorrow's England at info@climatechangeandme.net or on 07961 342247.

beyond green
sustainable communities
sustainable lifestyles
sustainable developments



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TOMORROW'S CLIMATE
Today's Challenge™

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