**GE Sustainable Business Podcast**

**S5:E160**

**GE Case Study Podcast Plan: Engine EMS**

[Engine](https://www.enginecreative.co.uk/) is a creative communications agency.

Guest: [Rachel Boland, Head of Sustainability](https://www.linkedin.com/in/rachel-boland-3581a4152/)

|  |  |
| --- | --- |
| **Theme** | **Environmental Management System** |
| Publish date | 23 February 2022 |
| Key events | TBC? |
| Resources | [Environmental Policy](https://greenelement.sharepoint.com/:b:/s/projects/ES7CjH5rAxFMu0wdAgM5UT0B_5JbpzwZfuR2Cy9MQGYOzg?e=zWb86L) |
| Timeline:  25 Jan 2022  TBC Feb 2022  TBC Feb 2022  21 Feb 2022  23 Feb 2022 | \*\*RACHEL ON HOLS W/C 14 FEB\*\*  Brainstorm meeting with Rachel at Engine and arrange recording date  Engine and Will recording with Trisonic  Recording ready – sent to guest  Website / Social assets prepared  Published |

**Format and questions:**

WR introduces Rachel Boland and Engine, and relationship between GE and Engine (high-level) – how many years have they been working together, what the start of the journey looked like and compared to now.

1. What is Engine’s purpose as a business and how does it deliver that purpose?

2. You were the Operations Manager at Engine and progressed to Head of Sustainability, tell us a bit about your journey to this role.

3. What inspired and motivated Engine to start on its environmental journey? I know you needed to meet environmental regulation by reporting on your carbon footprint annually for Energy Savings Opportunity Scheme or ESOS and Streamlined Energy & Carbon Reporting or SECR, but what has driven Engine to go beyond compliance over the years? Was it customer demand or industry influence for example?

4. Engine has committed to achieving net-zero by 2050. This means that all greenhouse gas emissions generated by Engine across its operations will need to be matched by the removal of the same number of emissions by 2050. Can you tell us what Engine has put in place to meet this commitment?  
  
[Rachel to run through actions from Environmental Policy science-based targets, ISO14001, EMS – WR to explain what these mean afterwards if not explained by Rachel]

5. Now you have implemented Environmental Management System what solutions are you putting in place across your operations to manage and mitigate your environmental impact?  
  
[Rachel to cover actions taken and committed from Environmental Policy]

6. Businesses are now starting to address the carbon emissions generated from staff working from home, especially during these Covid years. Does Engine have plans to address this?

7. How are you communicating Engine’s net-zero commitment and actions to get there across your workforce, and the role they need to play to get there?

[Rachel to mention Climate Action Group here]

8. How are you planning on communicating your commitments to your clients and other stakeholders?

9. Engine is also an official supporter of Ad Net Zero, the Advertising Association’s initiative to encourage an industry-wide reduction of carbon emissions. Green Element was proud to help the Association to develop a climate strategy for this project. They were keen to encourage the industry to go beyond just target setting.

Tell your experience of Ad Net Zero and how it helps Engine. Do you get an opportunity to learn from others and share your own experiences?

10. What have been the opportunities and challenges from Engine’s environmental journey? What would be the advice for businesses looking to do the same.