



Dear Reader,

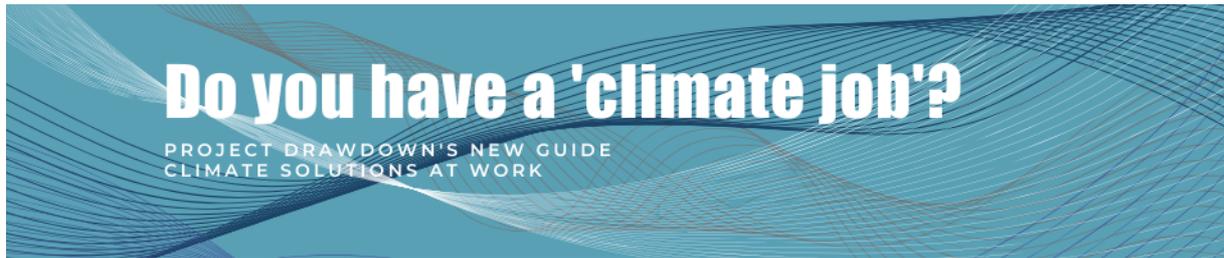
Welcome to our October edition! With just one month until the future-defining COP26 we are delighted to tell you that 103 companies have signed up to the Communication Impact Challenge, and of them 44 have gone on to sign the Race to Zero Pledge. This means we are ever closer to our target of 50 companies by the end of October - the race continues! Can you help us reach our goal? In this edition you can discover part 2 of our Climate Leader Interview with Jeroen de Kempnaer, discover the brand new employee-focused climate guide from Project Drawdown and hear some insights from our Volunteer of the Month.



“There is no fundamental reason why you should sacrifice your profit or existence as a company by doing things in a sustainable way...”

In this 2nd part of the interview, Jeroen de Kempnaer talks of how the time for burning our heads in the sand and denial is definitely over. He shares how innovating for the future is an important aspect of fighting climate change and that there is no fundamental reason why we cannot create business while benefiting people, profit and the planet.

[Watch the video](#)



Following the latest IPCC report, Project Drawdown released a new guide titled Climate Solutions at Work - unleashing your employee power. Recognising that we do not need to have “climate” or “sustainability” in our job titles to have a positive influence as an employee, while also recognising that passion alone does not make the acceleration of action easy, they have compiled this **new employee-focused guide to encourage contribution to climate solutions**.

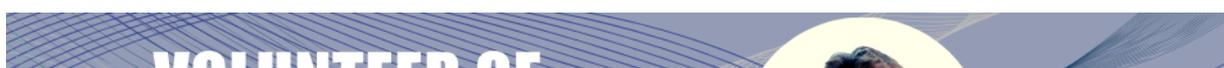
Project Drawdown views many job functions, such as marketing and human resources with “enormous untapped potential to drive climate action” and they believe that **“every job can be a climate job”**. Tailored for the private sector, the guide hosts a framework covering 8 key areas of mobilisation:

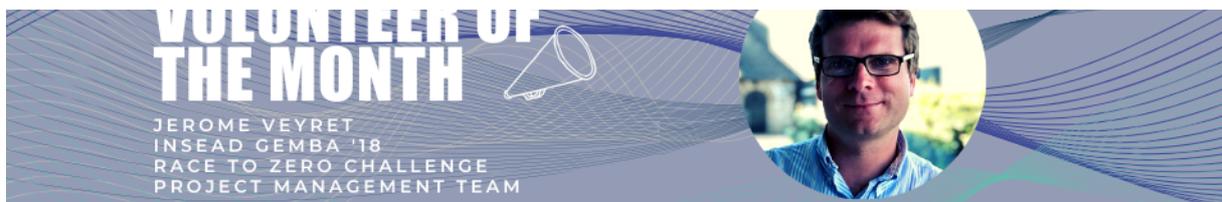
1. Emissions reductions
2. Stakeholder engagement and collaboration
3. Products, partnerships, and procurement (the “three Ps”)
4. Investments and financing
5. Climate disclosures
6. Climate policy advocacy
7. Business model transformation
8. Long-term thinking

Encouraging employees to become engaged and empowered advocates can make a real difference in the race to net zero. So why not download the guide and share it with your co-workers and network today?

Source: <https://drawdown.org/publications/climate-solutions-at-work>

[Download the guide](#)





Our volunteer of the month for October is Jerome Veyret! He has been working with the CIC since the start of the Race to Zero Challenge, beginning with the co-creation team and now with the Project Management Team. Thank you for all your hard work, Jerome!!

*"I'm INSEAD GEMBA 18, I joined the CIC in spring 2020 during the SFH challenge co-creation process when my friend Ebru Carter inspired me to join the initiative following the success of the SUP challenge. I was already concerned about sustainability but not doing much about it and this was a great opportunity for me to make a difference and challenge myself and my family into making some small lifestyle changes for the better. I had a great time during the Co-Creation working with amazing Team 7 - so I was really happy to get a chance to join the CIC team afterwards helping with PMO. My eldest daughter still teases me when it comes to food waste even after the challenge ended so I am convinced of the potential ripple effect these challenges can have on future generations. I'm amazed by the diversity and passion of the volunteers I've met during the journey and looking forward to the many positive achievements still to come for the CIC community".*

Jerome Veyret



CIC is an initiative by alumni of the international business school INSEAD who are volunteering with the goal to mobilize the INSEAD community and beyond to take actions at individual and organizational levels to achieve net zero by 2030. CIC depends on its talented volunteers to make things happen on a daily basis and is always looking for support. Currently we are pleased to offer the following

mission-critical voluntary roles to strengthen the global team which is running our latest Race to Zero Challenge.

- Race To Zero challenge Project Manager
- Race To Zero challenge Facilitator Coordinator
- Race To Zero challenge Facilitator

If you are interested in the following exciting roles, please email [communitychallenge@insead.edu](mailto:communitychallenge@insead.edu) and include the following:

1. The role you are interested in
2. Your updated LinkedIn profile URL
3. A brief email giving examples of relevant experience

Get in touch



From time to time we upload and share some quality reading materials, key documents and relevant events - both hosted by CIC or external parties, making it easy for CIC supporters to be part of the latest discussion and catch up on the latest development. Do check out the material and feel free to share with your contacts and start the discussions.

Resources



This is it for the month! Please reach out if you are a Net Zero expert or want to learn more about this topic as we are heading towards COP26 in November this year.

INDIVIDUAL ACTION. COLLECTIVE POWER.

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