Case Study: National Australia Bank - VIC

National Australia Bank (NAB) is a leader in sustainability performance and reporting and has recently been recognised as leaders on Carbon Disclosure Project’s Global 500 Disclosure & Performance Leadership Indices and was listed number 3 on the Newsweek’s 2011 Global Green Rankings.

After successfully meeting its target of becoming carbon neutral, through reducing energy consumption, purchasing renewable energy and offsetting, NAB has committed to further reduce its impact on the environment through its Beyond Carbon Neutral program.

An important feature of NAB’s environmental journey has been the education, engagement and participation of employees. The 1,500 strong NAB Green Team Community provides an opportunity for employees to keep up to date with what they can do to reduce their environmental impact at work and home, as well as the option to become more involved as office advocates.

Green Steps worked in partnership with the environment team at the NAB to develop an in-house environmental behaviours training module for employees and to refresh the existing sustainability engagement program for NAB employees.

We designed a series of consultation workshops for existing Green Team members and other sustainability champions to provide feedback and new ideas for the program. Based on this, Green Steps and the NAB environment team developed the outline for a new Green Action Program (GAP) with prescriptive Green Actions and an environmental assessment component. This included a calendar of events and themes to drive the new program and a draft training program for GAP volunteers.

This program has now taken off and within just the first few weeks of its launch there are close to 50 GAP Champions across the nation, with many more expected.

“The feedback has been phenomenal from our Green Team Community,” says Carla Khoo, Manager, Environmental Engagement & Communications, “They’re delighted with the ease of being involved in this program, not to the mention the structure and support. It’s been a real evolution!”