



Stickerbook



An Introduction to Stickerbook

Gamified Micro-learning to Bring Green Skills
and Sustainability Strategy to Life



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We are thrilled to partner with Stickerbook to promote sustainable awareness.

Stickerbook is a fun and accessible way to spread messages and engage with people across an entire organisation.

Sarah Mukherjee MBE
CEO of IEMA

Who we are

Our Story.....



Corporate Sustainability Experts

We have over 20 years' experience running internal sustainability programmes for international organisations - setting and embedding strategy.



Cambridge University Backed

Started with Research at the University of Cambridge's Institute for Sustainability Leadership and we are now backed by and based at the University of Cambridge.



Global Proof Points

We now work across 28 countries in a range of sectors (including 2 financial institutions) with over 160,000 stickers collected.

Imagine if....

Introducing Stickerbook

▶ Your people knew about and loved what you are doing on sustainability



89% of your colleagues voluntarily participated in your next sustainability initiative

▶ Your colleagues voluntarily engaged and learned whilst you focus on your day job



98% of colleagues loved the initiative and recommended it to others to build a community

▶ Colleagues were more bought into your organisation as a result



98% of colleagues felt more involved and engaged in your sustainability aims and initiatives

▶ Colleagues had the green skills to drive real impact



79% of colleagues felt they had the necessary green skills to talk to clients/customers about sustainability.

⌆ These are actual results from Stickerbook's Partners.

Challenges and Opportunities

With Engaging Employees in Green Skills and Your Sustainability Aims



There are lots of people to engage

All roles are 'going green' so you have to try and reach everyone, but traditional learning systems, workshops and webinars are not built for engagement at large.



It's important to get the right information across

There is limited benefit in 'generic' sustainability training - ideally you want to tailor information depending on roles and align it with your strategy.



You want to make it a rewarding experience

Ideally you want to frame engaging with sustainability as a positive, regular and rewarding experience (rather than a time-bound mandated chore).

“

The hardest part of my job is getting everyone on the same page by effective collaboration and getting everyone to see the bigger picture.

Rebecca Shadlock
Technical Director, Environment and Sustainability, Mott MacDonald

100%

of employees intend to learn more about sustainability this year

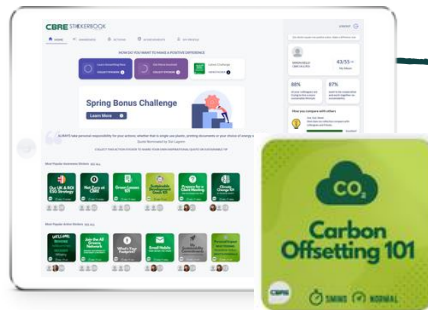
(Kings College London 2022 research)

Do you know where they will go for this? Or the quality or relevance of what they will learn themselves?

Our solution – How the Platform works

Sustainability strategy distilled into stickers

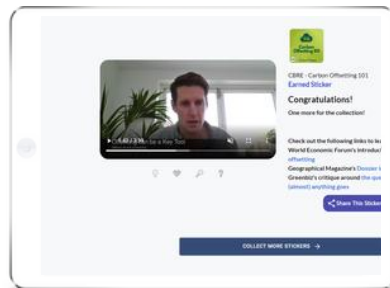
01



Users select a sticker to collect

Users can use their preapproved 'essential stickers' pack to guide them or use customised chapters and categories to find their chosen sticker(s).

02



Watch a short video & complete simple action

Watch a short and informal 3-5 minute video (explaining the topic and how to apply the knowledge e.g. how the topic applies to our company) and complete an action e.g. demonstrating knowledge or complete a task.

03



Collect your sticker

Get your endorphin 'hit' as you are awarded your sticker. Explore 'deep dives' by the expert on the topic if you want to learn more about the subject.

“It saved me and the team so much time! I no longer repeat the same webinars and conversations – Stickerbook allows us to upskill at scale whilst getting on with our day jobs.

Julie Townsend

Vice President, ESG
Lead for Europe
and Asia Pacific, PGIM
Real Estate,

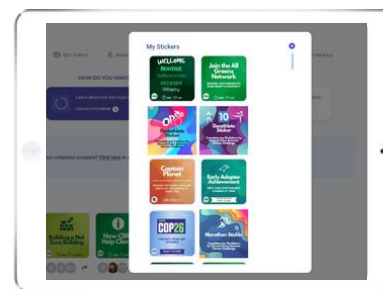
How The Platform works

What to do with your stickers

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All I can say is that
Stickerbook is brilliant
and we are pleased
with all the internal
engagement it has
facilitated, especially
at exec level.

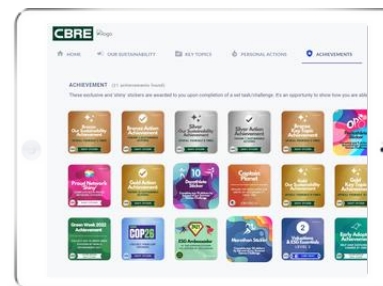
Su-Fern Tan
Head of ESG, CBRE Pacific
Region

Build a collection
for your appraisals



Users watch their collection grow and link it to their personal development plans – embedding sustainability across the organisation and **recognising employees' efforts.**

Get rewarded
and recognised



Users get rewarded for completing certain actions e.g. all IEMA stickers allows you to **join IEMA as an Affiliate member**, or volunteer to be a team/department champion etc.

Cooperate and
compete with
colleagues

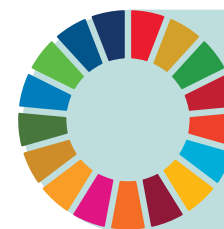


Rank	Team Name	No of Team Members	Total Stickers	Average Stickers Per Member
1	Retail & Mixed Use FM Team	71	3223	45
2	UK Property Management - Central Region	30	1832	61
3	AST Central Hub - Commercial Accounts	38	1600	42
4	Central London FM FM	27	1119	41
5	UK V&A Digital & Analytics	19	1076	56
6	UK Property Management - M&S	35	1385	39
7	V&A - National	28	1201	43
8	Central London Validation	28	1184	42
9	Scotland FM & FM Team	71	1141	16

Turn your sticker collection into competitions, with individual and team leader boards (and events) to drive sustainability together – **make your collection social.**

How the Content Works

Credible and Customizable stickers



All stickers can be aligned to a Sustainable Development Goal allowing you to report learning and engagement on your SDGs e.g. *in 2023 we recorded 450 hours of upskilling aligned to SDG 11 sustainable communities and Cities*

- 1. Start Simple - get started easily but effectively**
 We help you easily create 3-5 popular organisation-specific stickers e.g. 'Our Net Zero Strategy' or 'How to Get Involved in Sustainability' and combine these with our starting pack of 35 stickers to get you started with minimum fuss.
- 2. Keep it relevant with strategic and personalised stickers**
 Easily create new stickers for any key initiatives or targets e.g. to promote your latest report or green week. Work with our content team to create stickers in less than 1 hour and easily engage across your organisation.

3. Use our off-the-shelf stickers and partnerships

Simply pick from our core (and ever-growing) library of stickers to keep the platform dynamic. What's more - we will add personalised introductions from your sticker ambassadors to get more people involved and show a trusted face.

Content
Partners
Include:



Competitions - We will also run annual sticker competitions aligned to major milestones e.g. your Green Week or COP to add more competition and challenge!

Getting Started Stickers

Start Simple - get started easily but effectively with our off the shelf sticker sets and unlock sustainability champions across your organisation:



Collecting all 44 stickers can unlock a sustainability champion sticker and achievement that your colleagues can share and add to their C.V.



Key Topics Stickers (What is)

- What is Climate Change?
- What are the Sustainable Development Goals?
- What are our Planetary Boundaries
- What is Social Sustainability?
- What is Natural Capital?
- What is COP and the IPCC?
- What are GHGs (1scope ,2 and 3 emissions)?
- What is Waste and recycling? A 101?
- What is Biodiversity?
- What is Renewable Energy?
- What is the Circular Economy?



Applying Sustainability

- Leading Sustainable Change
- Building a Sustainability Strategy
- Understanding and Measuring Climate Risk
- Building Relationships
- Communicating Sustainability
- Influencing Behaviour Change
- Innovating in Sustainability
- Common Tools and Practices
- Natural Cycles and Human Impact
- Fundamentals of Sustainability
- Sustainability Data and Analytics



Green Skills (101) Stickers

- Green Skills 101
- Carbon Pricing 101
- Green Finance 101
- Stranded Assets 101
- Carbon Offsetting 101
- Sustainability Regulation 101
- Climate Legislation in Practice 101
- Good Governance 101
- Sustainability Data and Materiality 101
- Net Zero and Science Based Targets 101
- Sustainable Supply Chains 101



Personal Action Stickers

- Where can I have personal impact?
- Set yourself a Goal
- Become an Active investor
- Suggest an Improvement
- Become an Ambassador
- Reduce your plastic
- Why Sustainability Matters to me
- Greener Email Habits
- Measure my Footprint
- Changes I've made in my personal life
- Changes I've made at work (set a goal etc.)

Does it Work?

Global Case Study at CBRE



Builds Awareness & Community

8% monthly user growth through internal advocacy - doubles their green community organically every 9 months!

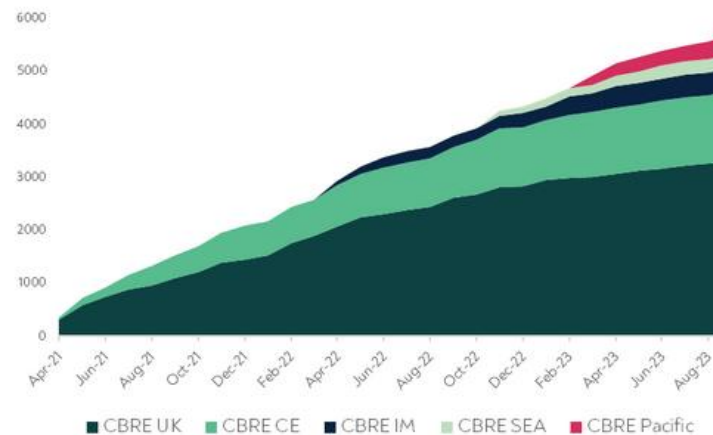


More learning in less time!

48x more learning than previous/other systems and 24x more engagement with events and initiatives.



Network Effect - Total CBRE Stickerbook Users:



Stickiness - Average minutes Learning Per User:



Award winning:



CEA The Corporate Engagement Awards 2021

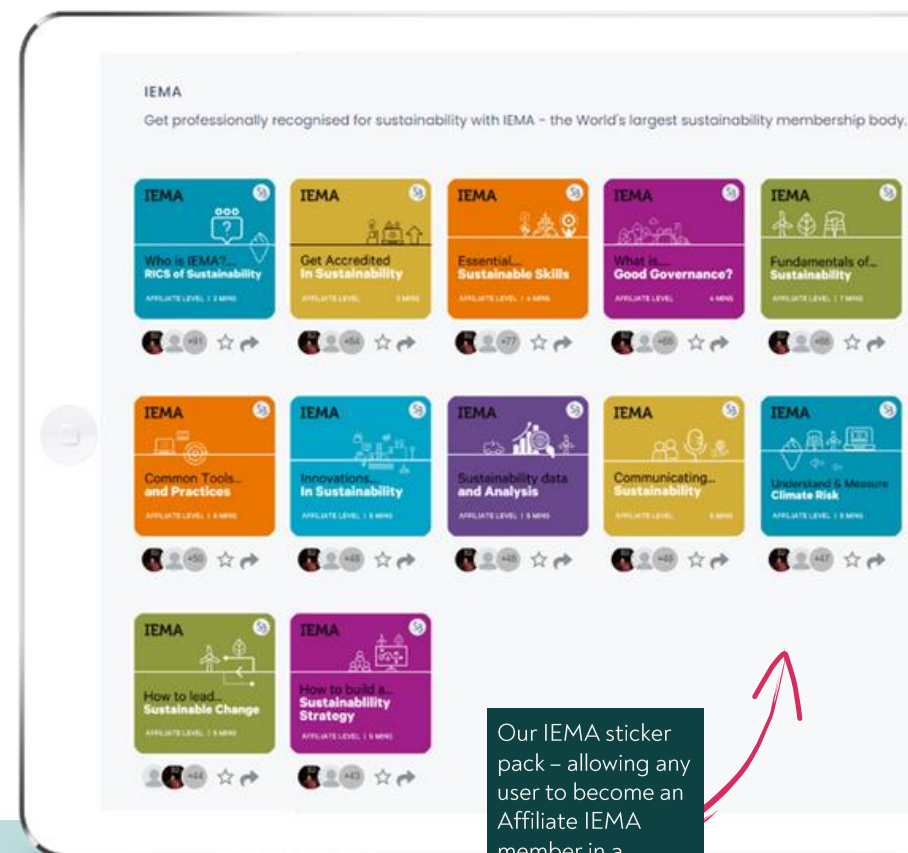


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Whilst a sticker book might sound cheesy
let me tell you it is brilliant!
I have spent a couple of hours enjoying listening to short, sharp videos that has educated me in ESG.

Ciaran Bird

Managing Director CBRE

Read More About Us



Our IEMA sticker pack – allowing any user to become an Affiliate IEMA member in a simple and gamified way.

“

Stickerbook is one of our core pillars for communicating business operations – I've seen many systems that claim to do similar things, but this is my favourite. And our people actually like it and use it!

Executive Director

Head of Business Transformation (Building Management)

“

"I cannot stress enough how important it is to be able to speak the language on sustainability. Stickerbook is a simple training tool that is brilliant and not time consuming."

Managing Director Scotland

Professional Services

Thank you

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