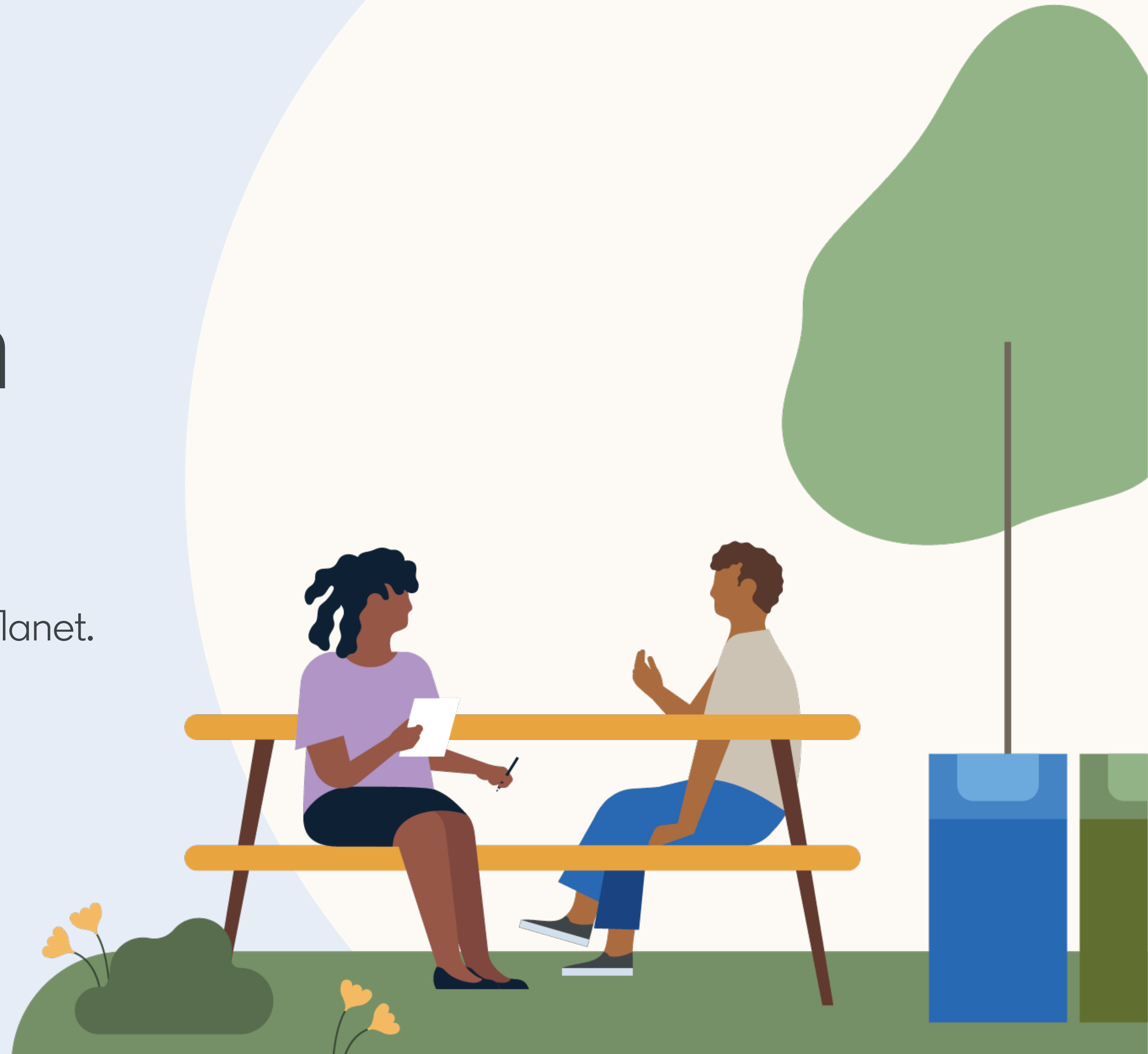


Seasonal

Sustainability in the Workplace

Learn how you and your business can help the planet.



Implementing this Learner Challenge

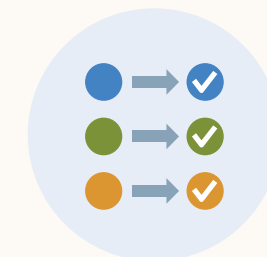


Learner Challenges are a great way to get your whole organization involved in learning.

With the resources in this toolkit, you can get started in a few simple steps:



Familiarize yourself with the learning calendar on [page 03](#)



Follow our recommended comms plan for your challenge on [page 04](#)



Learn how to get your whole organization involved on [page 08](#)

Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take 5–10 minutes to complete, helping your team make time for learning.


Include this in your kick-off email to your learners on the first day of your challenge so they can track their journey as they go.

[Download calendar](#)



Sustainability in the Workplace

Discover new lessons every day that can be completed in around 5 minutes. Don't worry if you miss a day — you can always catch up tomorrow.

Monday	Tuesday	Wednesday	Thursday	Friday
Challenge starts tomorrow! 	Business Climate Risk and Opportunity (2m 56s)	Sustainability Moving Up as a Business Priority (5m 3s)	Focus on Your Organization's Special Assets and Powers (3m 35s)	The Triple Bottom Line (3m 57s)
Compliance and Sustainability (3m 47s)	Create a Compelling Business Case for Change (4m 36s)	Skills We Need to Make Our Future Green (1m 6s)	Collaboration Is Critical to Successful Sustainability Plans (4m 14s)	Communicate Around Sustainability and Climate Issues Internally (2m 13s)
Embracing Green Skills: Business (2m 0s)	Take Action To Support Your Longer-Term Sustainability Goals (3m 33s)	List your biggest takeaways from the challenge. _____ _____ _____		

Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find some themed images and banners in your download pack to add color to your emails and make them more appealing.



01

Choose a start date and send a launch email.

Use the email template on [page 06](#) of this toolkit to help you get started.

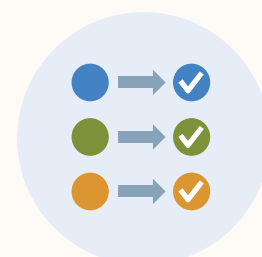


02

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

For example: "Have you joined in our "Sustainability in the Workplace" learning challenge yet? Well, lucky for you, there's still plenty of time to get involved."



Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

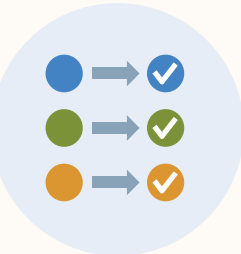
Learn how to do this on [page 07](#).



Get your whole organization involved.

Learn how to do this on [page 08](#).

[Download promotional banners](#)



03

Prep for the final stretch.

A second reminder close to the end of the challenge will help spur your learners on.

For example: “There’s still time to master “Sustainability in the Workplace” with our latest learning challenge. Check out the calendar I emailed on **<date>** and learn how small changes we make in the workplace can have a big impact on our environment.”



04

Celebrate.

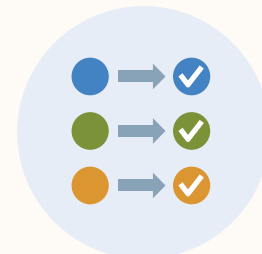
Send a positive wrap-up message to celebrate your team’s effort.

For example: “Congratulations on taking part in the “Sustainability in the Workplace” learning challenge. I hope you picked up some useful tips and info about how we can all help contribute to a greener, more environmentally friendly way of living and working.”

Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

[Download email banners](#)



Hi Team,

There's never a bad time to start thinking about the impact we have on our environment and how we can create a more sustainable workplace. That's why I'm excited to share a learning challenge running from **<start date>** to **<end date>** to help us start the conversation.

I've attached a calendar of selected LinkedIn Learning videos that can be completed in 5 minutes a day. And don't worry if you miss a day, there's always tomorrow.

I'll send a reminder later in the month, but it's worth starting early and staying on track. If you have any questions in the meantime, feel free to reach out.

Happy learning!
<Name>

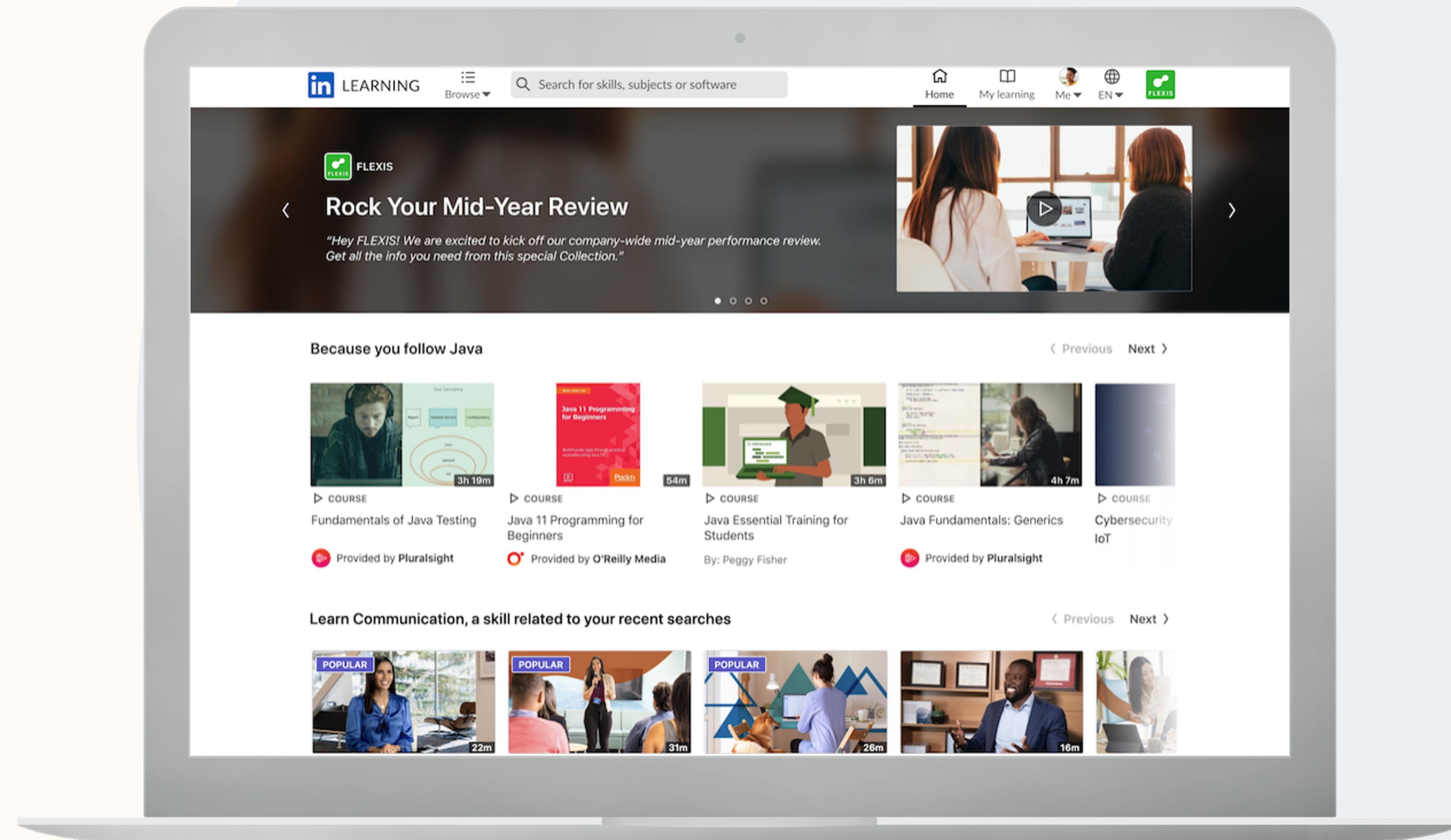
Promote your campaign on the homepage.

With a [LinkedIn Learning Hub](#) account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.

[Watch now](#)



Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.



01

Have executives record a video or provide a one-sentence quote.

Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

02

Include reminders in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

03

Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

04

Encourage your learners and team leads to share their favorite courses.

With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.

Thank you.

We hope you found this toolkit useful.

Don't forget to check out other
Learner Challenges available on
our website.

[View more Learner Challenges](#)