



# Ambassador Programme Guide

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# Welcome to the Climate Governance Initiative Ambassador Programme

This programme is a chance for the Initiative to support and encourage transformative directors and experts in our network. We are very grateful that you have accepted the call to put your name forward for the programme and thank you for taking the time to go through the notes below.

Your skills:

- insight,
- understanding,
- a clear voice,
- a long term view,
- setting a course,
- matching need and resource,
- reviewing situations,
- bringing the challenge,
- building consensus.

## What are we aiming for?

Building network breadth and depth, within and beyond our Chapters in all the contexts you are reaching. Providing tools to accelerate your work-in-progress and facilitating connections to ensure our network keeps growing along with its impact.

Boards and Board members are not all in the same positions or context when it comes to Climate Governance. The aim is to move them step by step towards a better understanding and capability.

## What are we expecting from our Ambassadors?

Keeping things measurable and simple while still allowing for the vastly different environments you will be working in is a challenge. To help us resolve this we have laid out a list of tasks from which each Ambassador can select their own package. We have mixed more demanding tasks with some which should fit simply into things you are already doing as Directors and Experts.

These are the headings we are using to summarize the areas of opportunity:



**Gear up - Educate**



**Build up - Cultivate/Activate**



**Speak up - Advocate**



**Join up - Collaborate**



**Show up - Participate**

## If you cannot measure it, you cannot manage it

We are accountable and have to be able to demonstrate to those leading and funding us that we are supporting the types of action which cause change.

As those who oversee organisations, you will understand the need to measure effectiveness of any programme. It is close to impossible to measure the impact of what you achieve through each activity but it is possible to measure the numbers of activities completed.

Under each area we have suggested tasks, some very quick, others requiring a greater commitment. Each task has a point score attached based on time to complete. Rather than asking Ambassadors to sign up to tasks which may not be impactful or possible in their context (or within their current capacity) we are allowing you to select how you reach a target of 10 points per year.

We only ask that you log the tasks you complete on a simple form.

If you wish to step down from the programme please let us know at any time and we will remove your details from the list. Alternatively simply do not log any activity for 12 months and we will remove your details automatically.



## Gear up – Educate

### Aim

Keep up to date on initiatives and programs run at the global and Chapter level, events and progress. Maintain learning of best practice and latest thinking through other appropriate sources, sharing these with the Initiative office where possible.

**Smart target:** Complete the [Skills Matrix](#), take action which increases your score by at least three points. **2**

**Smart target:** Share three sources of education/development you have found to be useful with the Initiative. **1**

**Smart target:** Take the Climate Action in the Boardroom (Foundations course). Complete the survey and add the certificate to your LinkedIn Profile. **3**



## Build up – Cultivate/Activate

### Aim

Implement stewardship within your own boards and organisations where you hold a position of responsibility.

**Smart target:** Run a relevant scorecard for one of your Boards. Repeat annually with an increased score. **4**

### Tools

- Board [scorecard](#)

### Aim

Actively participate in conversations, advocating for sustainability and good stewardship externally, informally mentoring colleagues and peers.

**Smart target:** Recruit three new members\* for your Chapter (or the Chapter in their country if they are not in the same country as you) and connect them with at least one article on the Knowledge Hub which would be relevant to them. Additional bonus points if they are on one of the 100+ Boards. **2**

### Tools

- Board [scorecard](#), Uzbek [Handbook on Corporate Governance](#), [Knowledge Hub](#).

\*this can mean simply connecting them to the mailing list of your host organisation.



## Speak up – Advocate

### Aim

Within the Chapter, where appropriate offer reminders and guidance to Chapter teams on all the principles. Support the Chapters in furthering the Initiative goals.

**Smart target:** Serve on a Chapter committee. **2**

### Tools

- The [Principles](#), the Charter

### Aim

Beyond your Chapter in any suitable context share information about the Initiative, principles and Chapter network.

**Smart target:** Fill in the Ambassador Skills Matrix. Refresh each year. **1**

**Smart target:** Speak presenting one or more of the slide decks. **5**

### Tools

- [Slide decks](#)

### Aim

Incorporate the Initiative into your social media profile

Amplify the Initiative's messaging and content through personal networks and/or social media to help the Initiative to grow its network of engaged members and inspire others to engage.

**Smart target:** Add your Ambassador role to your LinkedIn profile where permitted. **1**

**Smart target:** Via at least one social media account link to the Initiative account and re-post, like or otherwise draw attention to 4 posts. **2**

**Smart target:** Write your own post regarding at least 2 Initiative projects each year. **3**

### Tools

- Social media cards, Programme badge.



## Join up – Collaborate

### Aim

Connect with like-minded individuals and organisations. Make introductions to individuals and/or organisations in a position to collaborate with the Climate Governance Initiative and positively influence the board agenda on climate, to accelerate the mission of this Initiative.

**Smart target:** Make three introductions per year. (Office to connection, Chapter to connection, connection to connection). **2**

### Aim

Help create content via thought leadership articles, podcast interviews or pieces to camera.

**Smart target:** Contribute to one content item in your area of expertise. **6**

### Aim

Act as a reviewer for Climate Governance Initiative materials on areas of particular expertise.

**Smart target:** Accept an invitation to review one content item in your area of expertise. **4**



## Show up – Participate

### Aim

Participate in Initiative workshops, seminars, webinars etc.

**Smart target:** Join at least two Climate Governance Initiative network webinars or events annually, whether at a global, or Chapter level, as a moderator, speaker or participant, to continue to build understanding of the Initiative. Participant: **2**

Speaker/Moderator: **5**

**Smart target:** Join a peer to peer event organised by a Chapter or hub. **3**

### Tools

- [Principles](#) Guide

## Code of Conduct

The Initiative is committed to the highest standards of ethical conduct, transparency and integrity in its activities. Ambassadors accept the duty to maintain and develop the ethos and reputation of the Initiative. Their actions within the community and relating to the Initiative should reflect this. It is the responsibility of the organisers of this programme, and of the participants, to ensure that such an atmosphere is maintained.

### Expected conduct as an Ambassador

All activities shall be conducted in a professional atmosphere in which all participants are treated with courtesy, respect and consideration. We promote a professional and respectful atmosphere where participants communicate openly, within the Chatham House Rule, with civil attitudes that are considerate, collegial, and collaborative and that is free of inappropriate behaviour and harassment by or towards all taking part.

Ambassadors' participation will be expected to align fully with the aims, as set out in the Initiative's Charter, including its vision and values.

Any conflicts of interest should be clearly expressed at the earliest possible opportunity.

### Unacceptable Behaviour

The organisers will not tolerate misconduct or harassment of any sort. As a condition of participation in this programme,

attendees are expected to behave according to professional standards and to maintain appropriate standards of behaviour. Attendees will not engage in harassment, intimidation, or discrimination of any participant. This includes, but is not limited to, physical or verbal abuse or threats of harm; stalking or uninvited physical or virtual contact and inappropriate use of images; or disruption of events or discussions.

To maintain the integrity and primary purpose of our programme, all participants are strictly prohibited from using their Ambassadorial role for commercial gain on their own behalf or that of an employer. This includes, but is not limited to, promoting, advertising, or selling products or services, soliciting business, or using any non-public domain information gained through participation for personal or direct financial benefit.

### Reporting an Incident of misconduct

Any participant who believes that a breach of this Code of Conduct has taken place, by an individual or group of individuals, is encouraged to contact the Initiative by email: [cgisecretariat@hughes.cam.ac.uk](mailto:cgisecretariat@hughes.cam.ac.uk).

### Procedures for addressing misconduct

If this Code of Conduct is believed to have been breached, the issue will be escalated to the Initiative Director, who will investigate and may result in the suspension or removal of an Ambassador. Suspension/removal will only be used as a last resort after seeking to resolve any issues in more constructive ways.