

Keeping our eyes open.

Climate Statement from Elevate Associates Ltd.

Our future faces one of its biggest challenges in the shape of the current climate and biodiversity crisis. I attended two conferences (and my first march) in 2019 to get closer to this challenge, which has been building for decades. Unarguably, experts share that we have, at most, a ten-year window of opportunity to address the changes needed to slow down and stabilise the worst-case scenarios of runaway climate change before an irreversible tipping point is reached.

I was so impressed to notice that earlier this year, my chosen professional body for coaching, Association of Coaching, has lined up beside this crisis and published its viewpoint and response. As a values-driven organisation I was moved to do the same.

At time of writing, we are all adjusting to another crisis, the COVID-19 pandemic. It is noteworthy how swiftly people have changed their behaviours in response to the pandemic, how they have come together to collaborate, share resources and do what needs to be done in the face of danger. I've noted and expressed to so many of our clients how extraordinary humankind can be when it's necessary and it gives me hope for the ways we must rally to respond to the climate crisis.

Coaching is ultimately concerned with developing the potential of human beings, of raising awareness to enable people to take responsibility for their actions and ownership for their contribution. As a Coach, I thus believe I have a responsibility and role to play in creating a new way of being in service of a healthy human society and a healthy planet.

Our commitments below are based on two key foundations in our business, learning and awareness.

1. The pace of learning is critical. We must get informed and stay informed in order to respond.
2. Increased awareness and responsibility coupled with a positive mindset, will drive behaviour changes.

To address the reality and urgency of the climate emergency we commit to:

- Continue to prioritise Climate Change conferences and research annually within our CPD investment.
- Raise awareness and knowledge with our Clients through sharing information and research.
- Introduce inquiry and dialogue around Climate responses within the Coaching space to enable our clients to consider and adjust their role and their practices.
- Develop our thinking to further consider how Coaching can serve to support society's transformation.
- Reduce waste and energy consumption in all our events and business activities.
- Invite our Clients to consider their responses, commitments and similar statements where necessary.

~ Jo Smith, Founder and Lead Coach, Elevate Associates Ltd.