

YouTree - An interview with the founder

Philippa Stanley designed YouTree following 30 years experience in environmental management, auditing and training organisations on sustainable working practice.

Read about Philippa's passion for a global mission, why YouTree was created and how your organisation can benefit from the e-learning programme.



Philippa Stanley, Founder

How has your sustainability experience inspired the development of YouTree?

Being fortunate enough to grow up in the countryside I have always been amazed by nature, and I really became passionate about our global environment following the birth of my children. Becoming a parent somehow made protecting our natural world for children and their families even more important.

I went back to school as a mature environmental science student which in hindsight, seemed a natural step. We learnt holistically about the earth's systems and how plants, animals, weather, geology and our social inter-relations over time have all impacted our lives today. It was an amazing experience, and changed how I thought, saw and considered my life.

Post grad study followed whilst working as an environmental manager, a consultant, auditor, trainer and coach, which has been my expertise for the past 30 years, helping organisations strengthen their sustainability credentials and improve their bottom line. Working with organisations including

multinational companies, charities, family businesses, local authorities and educational establishments has provided me a wealth of experience on how different organisations function, and in particular, how to achieve greater sustainable action and engagement.

It was my first job in the early 90s as a local government sustainability officer where I learnt the art of bringing together local industry, volunteer groups, government officers, members and local residents to shape change within our Local Agenda 21 programme. In those days environmental issues had been highlighted by the Rio Summit in 1992, and the environmental implications of our local actions and policies had started to gain traction.

More recently, I have been drawn to consolidate my knowledge and creativity into the creation of YouTree, an interactive e-learning programme which creates practical actions for positive change within organisations, working from the inside out.

Who is YouTree suitable for?

YouTree particularly suits organisations who wish to build resilience and engage their staff in greater awareness of sustainability issues. It provides busy HSEQ/Sustainability/HR Managers with a cost effective tool to support workforce resilience whilst empowering staff to create positive change through making choices and taking sustainability actions.

The core version of YouTree is most suited to organisations within the manufacturing/construction sector. Specialist versions for the service sector and commerce are in development.

Tell me more about the programme

- It is an interactive e-learning programme based on the functionality of a tree. Just as a tree has roots, a trunk and a canopy of leaves, so does YouTree.
- Each element of the tree represents a different subject area which is both engaging and informative that presents challenges for the user to take action and make choices in an interactive and fun way.
- Content is targeted at the individual and stimulates personal choice and behaviour in a number of different areas.
- The programme challenges the user on where they see their place in the world, and how they interact with it on a day to day basis; on a global and more localised level, right down to their everyday work tasks.
- YouTree also proactively builds resilience, with a whole area dedicated to supporting the wellbeing of the user.
- Each user has their own access licensed for a year, enabling time for them to digest, reflect, revisit and learn at their own pace.

How can YouTree help me?

Depending on the drivers behind taking sustainable actions, our starting points are often within functional actions beneficial to the bottom line such as reducing energy use and Co2 footprint.

Initial commitment from an organisation can be relatively swift, but as the low hanging fruit diminish, KPIs can plateau, especially as staff engagement is a factor for achieving success.

YouTree empowers staff and other managers to gain a deeper understanding of the relevance of what they are being asked to do, including the implications of their actions (or inaction) in the workplace and at home.

How does YouTree differ from other engagement tools?

For many people the enormity of our global issues creates a state of paralysis prompting thoughts of 'what can little old me do about; climate change, the destruction of the rain forests, people starving in Africa, the homeless on our streets, and old people feeling lonely in their homes'. It's just too big a subject for many people to consider what they can do to make a difference.

YouTree breaks these topics down and suggests practical ways in which we can all 'do our bit', both in the workplace and at home.

It goes deeper, outlining legal requirements and global systems that affect us all. It also reflects how our actions impact locally and at a global level. From explaining Duty of Care legislation to mindfulness and considering our individual work life balance, YouTree is a tool that delivers results on both sustainability engagement and wellbeing in the workplace.

Real engagement is more than just attending an environmental awareness session.

Do we need to host YouTree on our own server?

No. YouTree is hosted on a secure portal. It can, if required be configured for organisations to host themselves if they prefer.

Do you cater for a workforce split across several sites and countries?

YouTree has been developed specifically to meet the challenges of modern organisations and their geographical locations within the UK and beyond. The primary language is English, however all components will be available in different languages with localised legal requirements as required.

Can YouTree be personalised to our organisation?

Yes absolutely. Corporate logos and modules/policies can be included. Each user has access for a year to complete the modules.

Are there progression modules for developing different levels within the organisation?

There are two further levels; 'YouTree Growth' aimed at supervisory staff and for those wishing to take a deeper dive into awareness, and 'YouTree Canopy' for strategic thinkers/leaders.

How do users get recognition for completing YouTree?

Users have an area to make notes or save interested items during their YouTree journey. Every YouTree user gains a certificate of completion when all the modules have been studied.



Sustainable action? – It starts with 'YOU'

How do we get started?

Send us a message and you will be contacted to discuss your requirements.

Complete the form on our website

www.youtree.uk

Email us

info@youtree.uk

“Using YouTree helped me to realise that those small things I could do, I really should. Combined between us all they really make a difference and I need no other reason and have no excuse”