



Who says the greenest thing in the office should be the plants?

Not us.

THE STORY

Consumer Focus is the statutory consumer champion for England, Wales, Scotland and Northern Ireland. They tackle the issues that matter to consumers and give them a stronger voice. And they want to do this in the most sustainable way possible. So when it came to launching their first internal sustainability policy, it was important that everyone working at Consumer Focus was on board with a new, greener way of doing business.





THE SOLUTION

When it comes to communicating sustainability to an internal audience, it's important to make people feel involved and make it feel relevant. So we looked to find ways for staff to share their views on sustainability in a creative, light-hearted manner. It all hinged around the idea of "I'm in" – a highly visible campaign that took over the Consumer Focus national office.

CO2 and air miles mean nothing to most people. So we used tangible examples to make these abstract ideas a reality. Teaser stickers placed around the office created intrigue, drawing people in to find out what they could be part of.

On the day of the launch itself, we completely transformed the Consumer Focus meeting room into a sustainability base camp with "I'm in" graphic posters, hazard tape, pledge sheets and installations. Staff were each given a simple 'cheat sheet' on a memo holder outlining the simple actions they could take to make their sustainability plan a reality.

Tens of giraffes, hundreds of buses...

THE IMPACT

The launch was great fun and was a real hit with the Consumer Focus staff. It also provided the blueprint for the rollout of the plan to Consumer Focus' offices in Scotland and Wales. Over 70% of national staff attended the launch event voluntarily.

Within the first six months of the launch great progress was made on changing the way people travelled and used paper. Just in terms of travel, staff saved the carbon equivalent of the space inside 360 double-decker buses or the weight of 60 full-sized adult giraffes.

DON'T JUST TAKE OUR WORD FOR IT...

"Neo were really great at interpreting what we needed from a pretty vague brief. What we got was a great brand and excellent materials, which have given us a great platform for a year-long internal campaign. And we're already seeing people doing more to be sustainable, with our CEO leading the way."

Addea Amoa

Internal Communications Manager, Consumer Focus





how you can make a difference:

- “ Use a mug or glass instead of disposable cups
- “ Use local caterers and ask them to use little packaging and reuse it where possible
- “ Order only what you need to avoid wasteful leftovers
- “ Be aware of which bins to use when disposing of food packaging

We are aiming to reduce our food packaging waste by 10% this year

