



informa

Engaging employees
worldwide



How they used Do Nation

Informa is a leading business intelligence, academic publishing, knowledge and events business, with over 6,500 employees around the world.

Each September it runs a Green Week to raise the profile and awareness of environmentally friendly work practices and lifestyles.

A key challenge for Informa is its disparate global workforce, with operations in over 20 countries and many different brands.

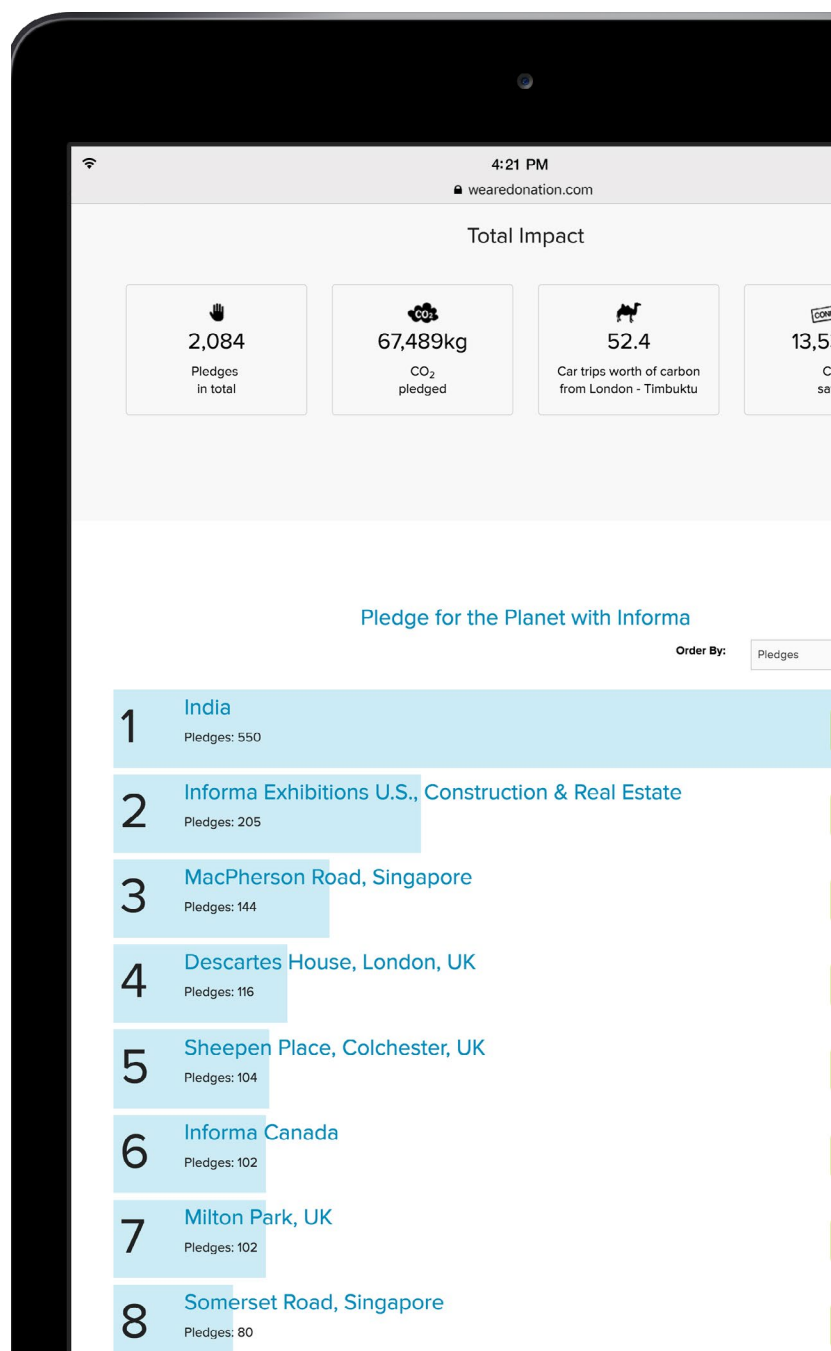
The company needed to find a platform that would be accessible and relevant to all, while helping to create a sense of togetherness across the group.

In 2015, Informa used Do Nation to help give employees a tangible and personal way to take part in the Green Week. This allowed them to reach their end goal - inspiring colleagues around the world to take action to reduce their carbon footprint.

39 offices created teams on Do Nation, from India to Florida, Sweden to London, to see which office could make the most pledges and save the most carbon during and in the build up to Green Week.

Informa's group sustainability team used its existing network of sustainability agents to be their team leaders and to support the program locally.

The winning office was awarded £500 to put towards local initiatives.



How they used Do Nation

The sustainability team decided to focus its campaign on lifestyle changes both at home and at work - choosing five 'Priority Do Actions' (these actions are the ones a user first sees on hitting the Informa pages on Do Nation) like turning down their pc power, using a reusable water bottle or taking the stairs instead of the lift - all simple, and appealing to a wide array of employees.

506 employees took part and made at least one pledge during their month long program. Team India ended the competition top of the leaderboard with an impressive 550 pledges.

All of the teams had the same priority actions, but the popularity of each action varied by region, as shown below (you can see the explanation for each [Do Action on our website](#)).



Informa was also able to monitor the progress of its program through their reporting dashboards on Do Nation. These allow the company to dig further into which Do Actions were most popular, where the biggest carbon savings were, when pledges were made and also access our range of impact stats to see effects of their program.



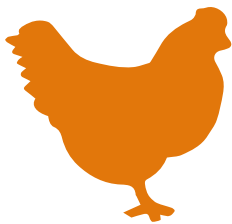
Pledge Results

In just 35 days, 8% of Informa's employees took part making over 2,000 pledges to save 67 tonnes of carbon, 2,073,290 litres of water and 3,709kg of waste.

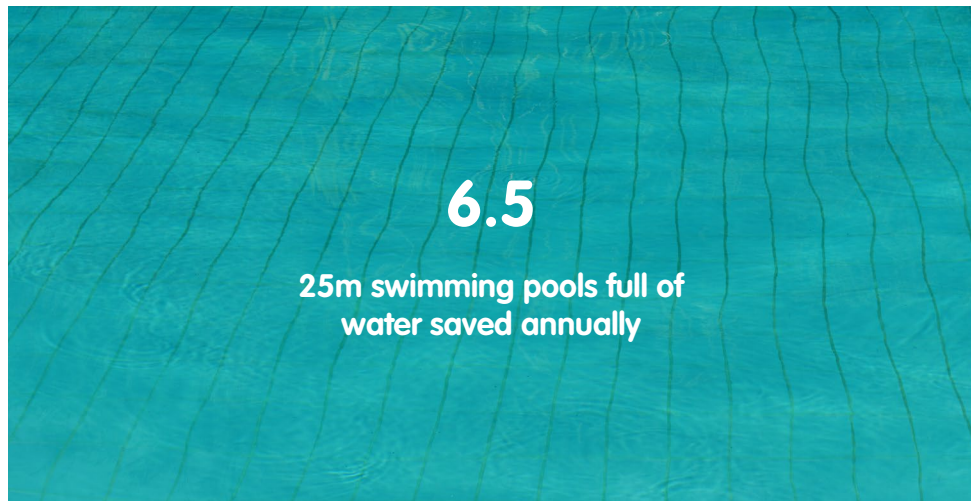
Resulting in annual savings of



7,266
cups of tea brewed
more efficiently by people
doing Tea time



2,478
chickens worth of meat
saved by people doing
Veg out

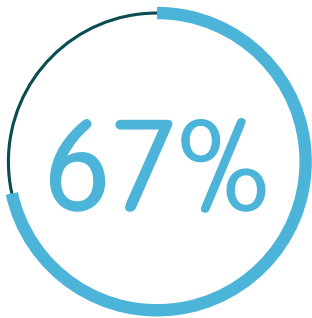


41
Mt Everests
climbed by people doing
Step up

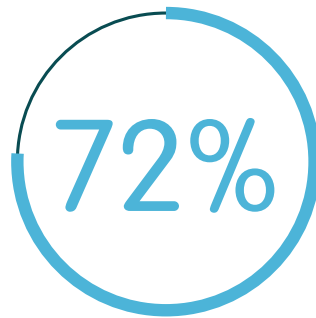
Impact

Carbon savings are often the primary reason to work with us, but what always surprises clients is how much impact a program can have over and above carbon. In Informa's case the figures below showcase how the program increased employees engagement with the company, as well as making them feel a part of a community making a difference together.

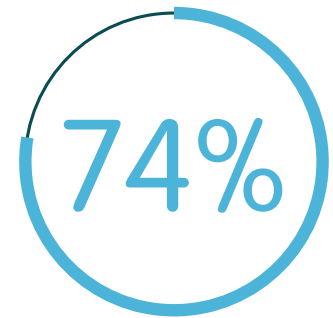
These results were illustrated fully for Informa in their end of program report.



felt part of a **community** making a difference together



felt **more aware** of what Informa were doing to tackle sustainability



felt **more proud** of what Informa are doing to tackle sustainability

What Informa supporters have been saying about their pledges

"I'm impressed that such a large organization took the time to mobilize employees to participate in making an impact toward a better future for ourselves and our dependents. We've shared our new knowledge with others along the way and they too will make a difference."

- Kathy

"I have been eating a lot of salads and I have added more fruits & vegetables to my diet. I plan to continue."

- Robin, pledged to Veg out

"It's good to be reminded of a company awareness to make a difference to health and the environment and to see other offices taking part who we don't often have contact with."

- Anonymous

Quotes

What Informa's sustainability team said about their programme.

"Do Nation provided a great platform for our Green Week programme. Employees were inspired - and I am certainly compelled to take the stairs most days now"

– *Richard Menzies-Gow, Head of Investor Relations, Corporate Communications and Sustainability at Informa*

"It was great to have the Do Nation tech ready to go. Having something professional and effective to hand meant we could focus on engaging colleagues and running initiatives, rather than spending time and resource on gathering stats and info"

– *Fiona Gibson, Sustainability Executive at Informa*

Want more?

If you have any questions on the work we've done with Informa or want to know more about Do Nation you've got a few options:

- Give us a call on 020 3773 9249
 - Request more info
- Read more about how it all works