



## Case study: Hill + Knowlton Strategies

Hill + Knowlton Strategies scooped the BusinessGreen Awards 2017 title of Employee Engagement Campaign of the Year for their Do Nation programme, which saw 66% of their staff recording pledges for the New Year.

Here's the full case study.

[WeAreDoNation.com](http://WeAreDoNation.com)





### **Background:**

Hill+Knowlton Strategies (H+K) are a global public relations and integrated communications agency within the WPP Group. Their London office recently started the journey to become a B Corp, as they aspire to be a force for good for staff, clients and the environment.

H+K didn't want B Corp to be an arbitrary stamp of approval and felt it was important

staff felt part of the process. Having already made substantial steps to reduce their carbon footprint, they realised that the remaining improvements would need to be driven by behaviour change. So H+K London signed up to Do Nation.

### **Objectives:**

1. Increase awareness with employees about the aspiration to become a B Corp and the steps being taken for accreditation
2. Educate employees on how their small changes can have collective impact.
3. Encourage employees to adopt environmentally-friendly behaviours at home and work for two months.



## What we did:

Through Do Nation, H+K invited staff to pick from a series of 'Do Actions' around environmentally friendly behaviours. Taken alone each Do Action is small and easy to do, but when aggregated ladder to significant change for the environment.

Research shows it takes 66 days to form a habit, so staff pledged to try each for two months, using 'nudges' and communications activities to drive engagement throughout that time.

## Execution

Along with our partners at Kin&Co, we ran a kick off workshop with H+K to help design an effective campaign plan. H+K then created their Do Nation programme online and caught colleague's attention and support by:

**1 Kicking off with fanfare!** They launched their campaign at the New Year, with staff greeted by a tongue-in-cheek deskdrop inviting them to ditch typical resolutions in favour of pro-environment pledges. Do Nation's

founder, Hermione Taylor, presented at an inspiration session for staff.

**2 Ensuring there was something for everyone.** Employees chose from 56 'Do Actions' (from cycling to work to becoming a part-time vegetarian); variety drives engagement and there was a pledge to suit everyone's motivations and values.

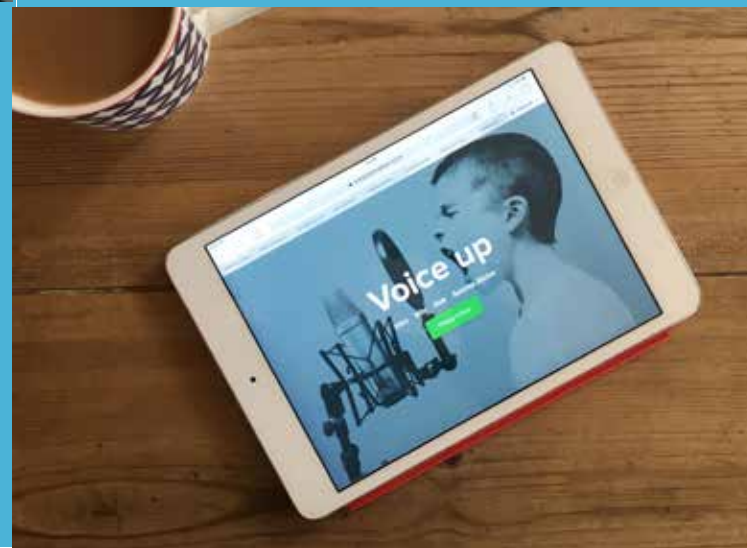
**3 Creating new Do Actions.** A big focus for B Corps is around staff training, and so in partnership with H+K we developed some new Do Actions focused on personal development, such as Feed your noodle and Get outta here.

**4 Up-skilling champions.** H+K recruited team champions, providing behavioural training to enable them to teach team-members to develop new habits and help overcome any cynicism.

**5 Creating an online community.** Champions motivated their teams to keep up pledges with fun emails and use of H+K's Slack channel, while Do Nation sent regular motivational emails.

**6 Using team competition.** To win over less 'intrinsically motivated' colleagues, we appealed to the (friendly!) tribal rivalry between work teams. The leader board showing team rankings was broadcast around the building. The team with the most completed pledges received a trophy, cash prize and donation to a charity of choice (UCLH Hospital Trust charity and Manchester Emergency Fund).

**7 Applying behavioural science 'nudges'** to the most popular pledges ("Tap It", "You Mug"). As experts in internal communications and behaviour change, it's no surprise that H+K went the extra mile to make sure that staff's pledges stuck. They created humorous posters to grab attention and remind people of their pro-environmental values at key moments-of-truth. All H+K staff were also given a GiveMeTap water bottle (with each bottle buying five years of clean water for a person in Africa), and they worked with thier Facilities team to ensure there were always ceramic mugs easily accessible in the kitchen areas.



# 198

H+K employees pledged – that's **66% of their staff** - making an average of 5.3 pledges each.



# 51%

successfully **completed their pledges**; of these 99% said they'd continue, demonstrating a tangible and lasting impact on habits.

# Pride

**and awareness** of H+K's environmental efforts increased in **73% and 55%** of staff, respectively.



# 37 tCO<sub>2</sub>

saved per year through staff's actions. That's as much as 31 flights from London to New York.





# 88%

decrease in consumption of **disposable cups** in favour of mugs, sustained at 80% over the following 3 weeks.

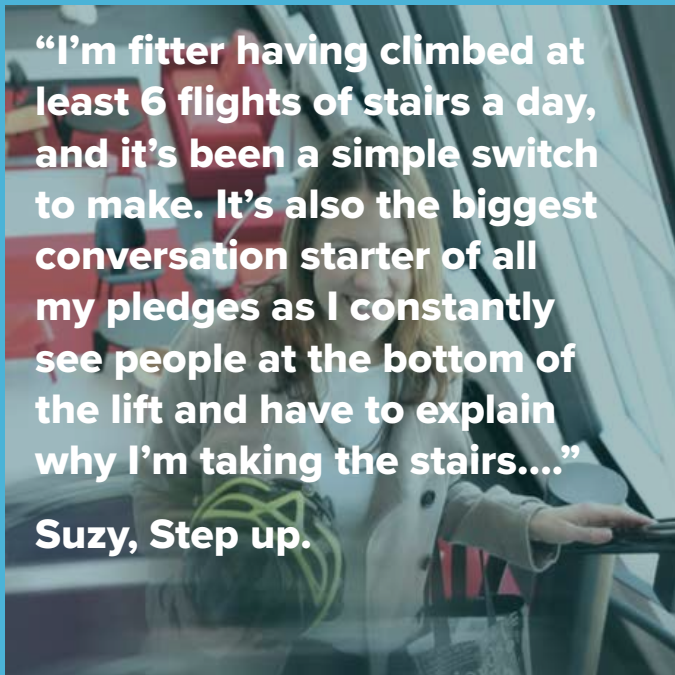
“People benefit when they are working towards the same goal and have a sense of **community**”



Staff felt **empowered** to talk about H+K's desire to become a B Corp, actions taken to improve green credentials, and many felt more **equipped to sell purpose consultancy** to clients.

“I'm fitter having climbed at least 6 flights of stairs a day, and it's been a simple switch to make. It's also the biggest conversation starter of all my pledges as I constantly see people at the bottom of the lift and have to explain why I'm taking the stairs....”

Suzy, Step up.



businessGreen  
**LEADERS  
AWARDS  
2017**

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**WINNER** 

Employee Engagement  
Campaign of the Year

“Love my Give Me Tap water bottle - I haven't bought a single bottled water this year!”  
Jo, Tap it





### **About Do Nation:**

Do Nation is all about encouraging healthy, environmentally friendly habits. We do this through our online platform where anyone can make a pledge or run a campaign to raise pledges - pledges to do things like cycling to work, wasting less food, or dressing themselves sustainably.

For more case studies and reports, head to:

[WeAreDoNation.com/downloads](http://WeAreDoNation.com/downloads).

### **Contact us**

To discuss how you can run a programme like Hill + Knowlton's, drop us a line:

[Hermione@WeAreDoNation.com](mailto:Hermione@WeAreDoNation.com)

+44 (0) 207 3773 9249

[WeAreDoNation.com](http://WeAreDoNation.com)

@The\_DoNation



H+K and Do Nation team collecting the Employee Engagement Campaign of the Year 2017 award