



How Ooni Pizza Ovens used competition to fire employee engagement



The Aim



“ We wanted to engage the team in what we were doing as a company, and what they can do in their own lives to have an impact.

We also wanted to bring people together to improve the health and wellbeing of individuals and the planet. ”

Elspeth Simpson, Impact & Sustainability Coordinator

In 2020 Ooni Pizza Ovens was looking for a fun and engaging way to reach its goal of embedding sustainability into every employee's life via behaviour change.

Ooni is committed to using business as a force for good and they work hard to hold themselves accountable and reduce their impact.

They chose Do Nation to support the launch of the Team Engagement stream of their sustainability strategy, and connect people to their carbon foot-printing project.



The Plan

On advice from the Do Nation team, Elspeth planned to harness New Year's resolution energy and launch on 12th January, when people were back from holidays.

This allowed them to use December to plan their targets, prizes, teams and communications.

Elspeth ran a kick off workshop with team leaders in December. They then had a couple of weeks to familiarise themselves with the platform - make pledges and personalise their team page - before launch.

Ooni Team Lead Checklist

- ✓ **Green Team member**
- ✓ **Enthusiastic about climate saving**
- ✓ **Passionate about the Do Actions**

“ **It was important to choose team leaders who were enthusiastic, had good internal networks and a good dose of confidence. ”**

The Launch

The programme launched to the whole company in the Monday huddle.

Everyone had emails waiting in their inbox, with info on how to log in and pledge, plus a Slack message with all the info.

Elsbeth explained to the team that when it comes to tackling the climate crisis, everyone can make an impact.

“ It was really important to keep it simple; this is what we're doing, here's why, and here's what to do. ”

Ooni Launch Checklist

- ✓ **Launch in a company wide meeting**
- ✓ **Introduce Team Leaders as main point of contact**
- ✓ **Explain leaderboards**
- ✓ **Explain carbon saving target**
- ✓ **Post info to email + slack**

The Competition

“ We offered a mystery prize to the team that saved the most carbon. It made it more fun, everyone was trying to guess the prize. One team said it might be a Tesla. ”

It wasn't quite a Tesla, instead, a still generous £50 voucher for local zero waste store, plus an adopted native animal from the Scottish Wildlife Trust.

Do Nation's leaderboard feature fuelled the team's competitive streak.

Order By:



The Uptake

93%

A whopping 93% of Ooni
Pizza Ovens employees
(90) participated

411

In just 3 months they made
411 pledges, saving
10,523 kg of carbon

“ Do Nation is a fun way for employees to take positive actions in their own lives whilst becoming more carbon literate. It really drove engagement and people were sharing all sorts of sustainable tips afterwards. ”

The Impact



516

Pledges
in total



15,571kg

CO₂
pledged



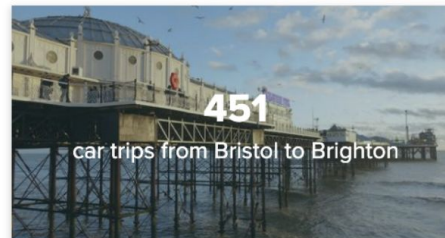
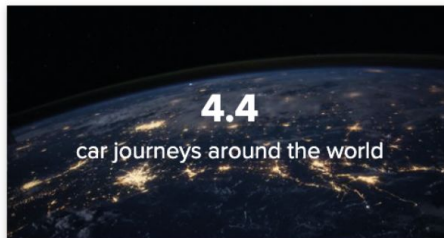
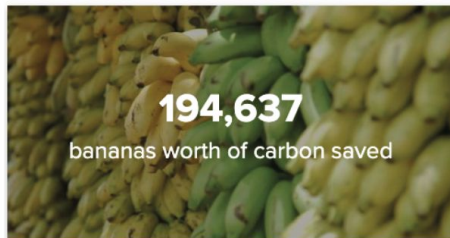
140.3

flights from Glasgow to
Amsterdam

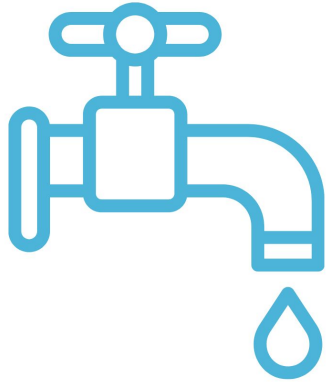


46,433kg

Annual
CO₂ confirmed



The Impact



4m

Litres of water saved
over the year

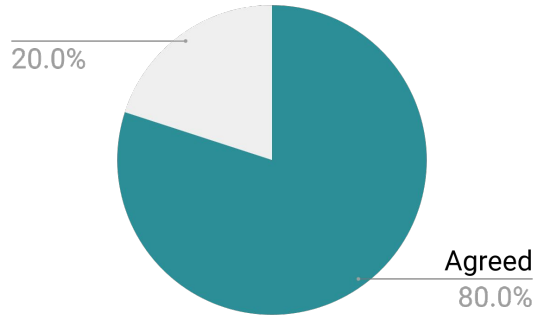


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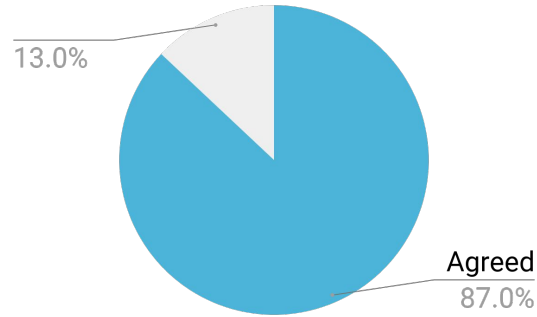
Wheelie bins worth of waste
(290,946kg) saved over the year

The Benefits

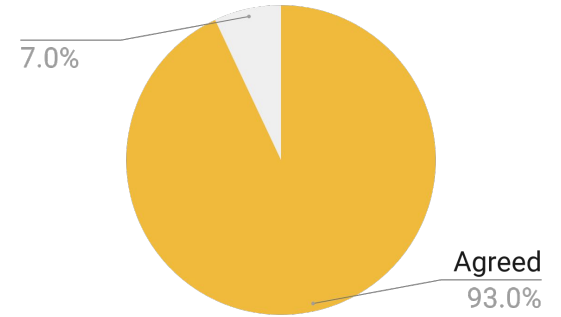
At the end of every organisational Do Nation programme, we survey participants. Here is what the Ooni people said:



80% agreed it made them more aware of what Ooni is doing to tackle sustainability



87% said it made them feel part of a community who were making a difference together



93% strongly agreed it made them more proud of Ooni

The Experience

“ There were lots of light bulb moments when people said 'Ah! I didn't realise I could do that!' And there were many instances where people had been meaning to take these actions but hadn't gotten round to it, our challenge provided a nice incentive and helped to form habits that stuck. ”

“ It's good to see that Ooni are doing something to engage employees in their environmental targets. ”

“ I knew Ooni had a strong impact message and commitment to being more sustainable, and this gave me more confidence in this message. ”

“ It was a great experience, I'd definitely recommend it to others! ”



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