



# innocent drinks: leading from the front



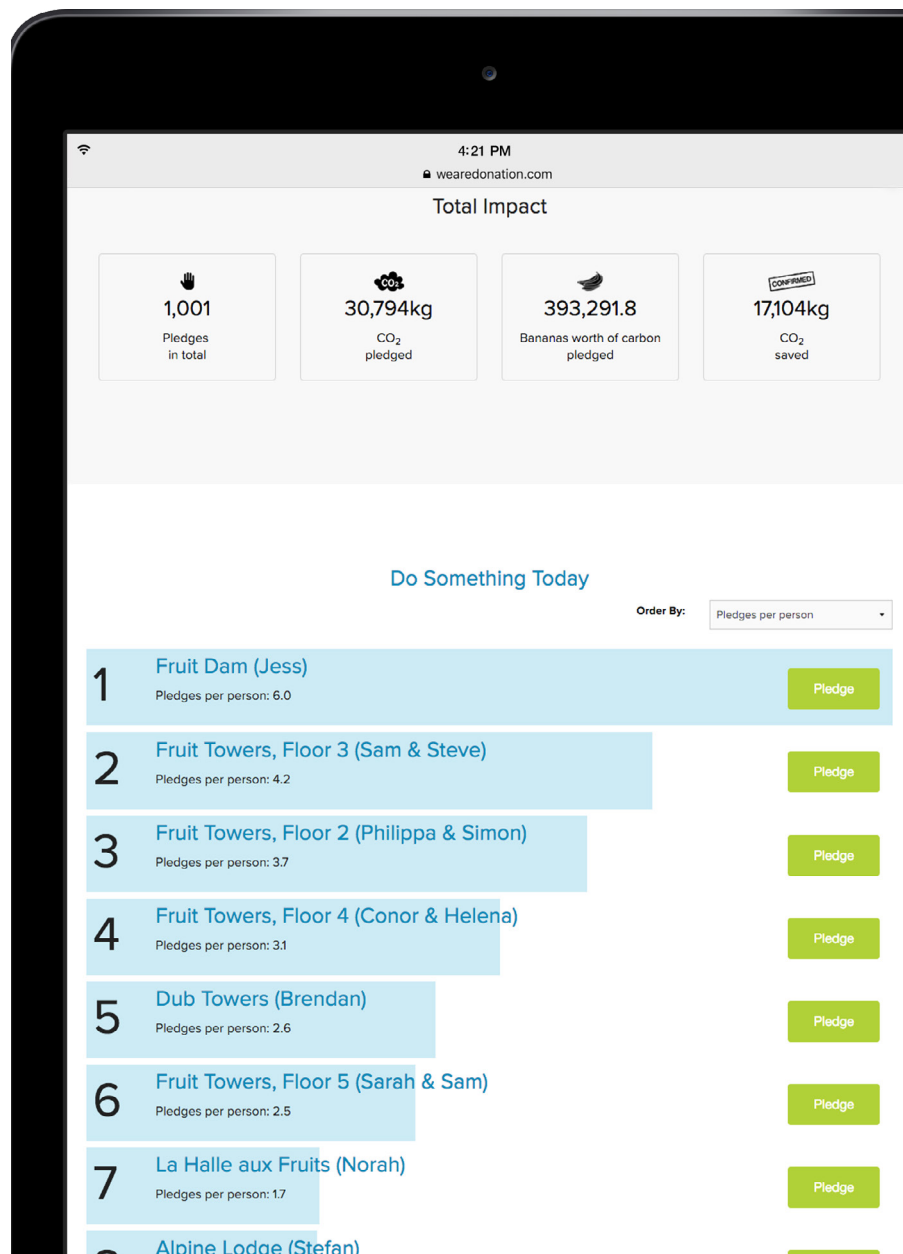
# How they used Do Nation

innocent is now one of Europe's best known drinks companies. They have built their business around the belief that they should always leave things better than they find them, across the whole supply chain. As they grow in size, they are committed to maintaining their leadership position on sustainability and ethics.

innocent is always looking for new and innovative ways to keep sustainability at the front of employees' minds. They liked the idea of creating a competition to show the extent to which employees are sustainability leaders in their personal lives as well as at work - from the board to the floor, reaching even those in international offices, they could get everyone involved.

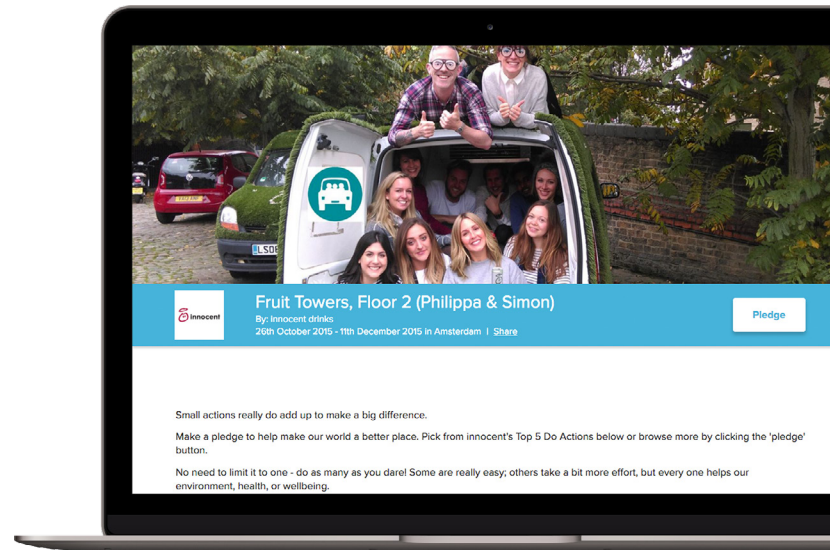
In the build up to COP21 they decided to show their support for a strong climate change agreement. They wanted to show that by getting everyone at innocent to make little changes in their everyday lives, they could together save a lot of carbon.

innocent used Do Nation to run a month long competition between their European offices, challenging teams to make and confirm the most pledges. Sustainability champions were chosen as team leaders, tasked with getting their colleagues on board to hit the company-wide target: to save 375,000 bananas worth of carbon (this is based on the carbon emissions from producing and shipping bananas).



# How they used Do Nation

The project was launched in their company-wide "monday morning meeting" where each board member stood up to announce which Do Action they had chosen. Each Monday thereafter, they gave a quick update about how they were getting on, sparking great conversation and always spurring a new flurry of pledges.



Supporters were rewarded for their pledges with Do Action stickers for their notebooks, which really got people talking - (turns out it's not only school kids that will do things for stickers!), and the teams at the top of the leaderboard were recognised on a weekly basis. They gave considerable praise and recognition to the employees who made the most pledges each week and for the employees who saved the most carbon overall.

innocent were also able to monitor progress to their program through reporting dashboards on Do Nation. This allowed them to dig further into the impact of the program - which Do Actions were most popular, where the biggest carbon savings were, when pledges were made, and much more. This enabled innocent to see which communication channels were most effective, which is now shaping their strategy for future engagement campaigns.





# Pledge Results

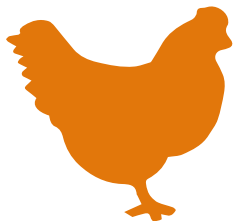
In just 30 days, 62% of innocent's employees took part making over 1,000 pledges to save 31 tonnes of carbon, 917,000 litres of water and 1,100kg of waste, smashing their target to save 375,000 bananas worth of CO2.

Importantly, Do Nation offered all employees a way to get involved in sustainability and demonstrate how they live a sustainable life even for those who don't have it as one of their core objectives at work.

## Resulting in annual savings of



**5,132**  
cups of tea brewed  
more efficiently by people  
doing Tea time



**1,186**  
chickens worth of meat  
saved by people doing  
Veg out



**37**  
Mt Everests  
climbed by people doing  
Step up

# Impact

The program also served to raise the profile of the company's sustainability strategy.

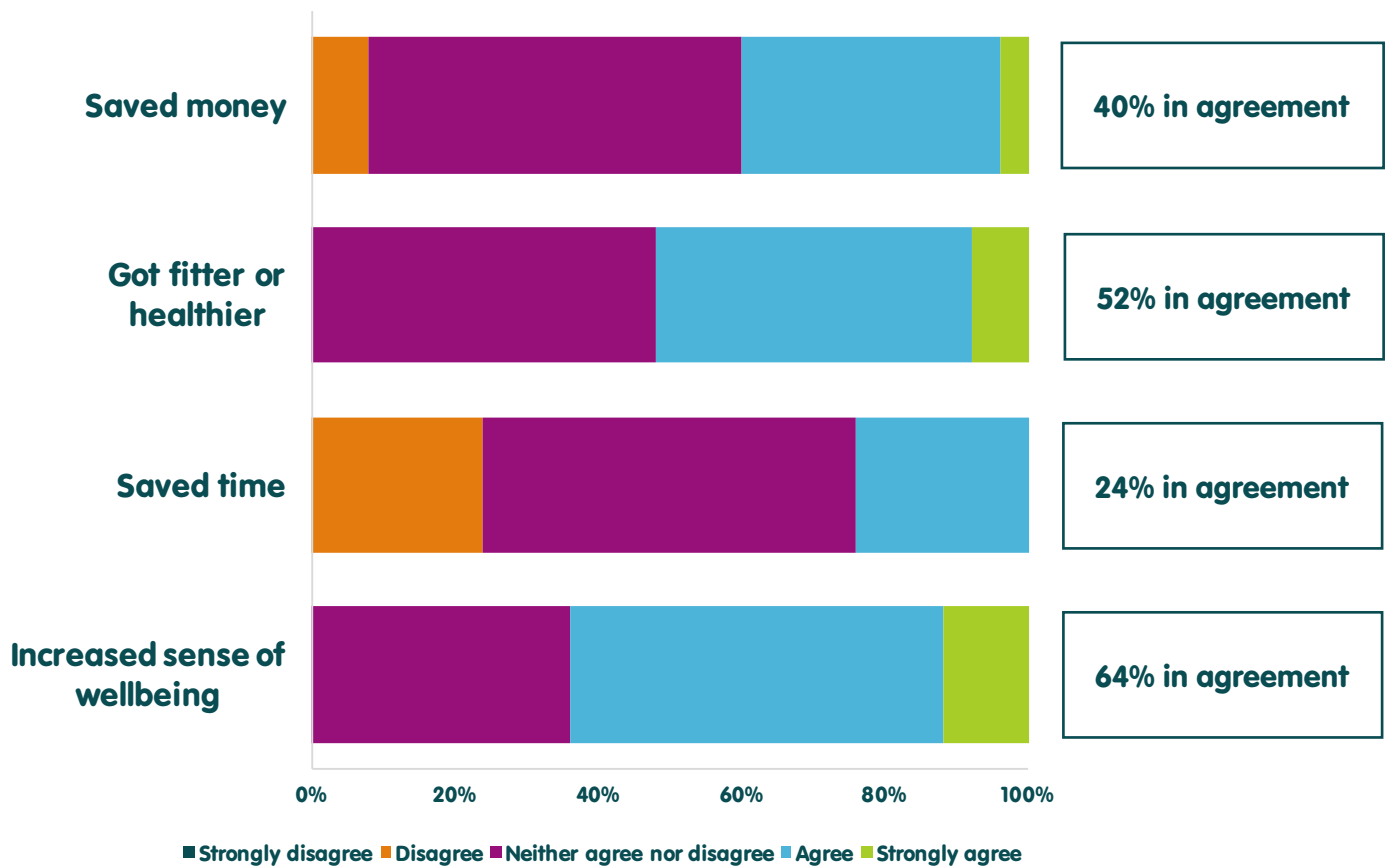


felt **more aware** of what innocent is doing to improve sustainability.



felt **more proud** of what innocent is doing to improve sustainability.

It's not just about the carbon. The health of our planet is so closely linked to the health of our people - as these results from the innocent programme show:



# Quotes

What innocent supporters have been saying about their pledges

"It's great to see innocent take action. I think a lot of companies talk about sustainability, but you rarely see anything tangible that impacts your everyday. I loved how this involved everyone and we all took responsibility."

- Anne

"I'm constantly inspired by how committed our employees are to sustainability but the Do Nation campaign took everyone's enthusiasm to a whole new level"

- Louise, Sustainability Manager

"Do Nation was an excellent platform – we had great feedback on how engaging it was to use and how clear the pledges were to make. The ability to choose something that fits easily into your life makes reducing your footprint much easier."

- Katie Leggett, Sustainability Officer

## Want more?

If you have any questions on the work we've done with innocent 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