

Case study

Grundon Waste Management Ltd

Sector: Waste Management / **Location:** UK

Demonstrating: Increasing engagement with stakeholders to differentiate Grundon from competitors and attract and retain new business, through CarbonNeutral® fleet certification and a visit to the offset project in Uganda.

"It's been absolutely vital for us to go and see our project and we would encourage others to do the same." Bradley Smith, Grundon, 2015.

Beyond Certification

Building a meaningful connection with customers and prospects can sometimes be challenging but corporate sustainability programmes offer an effective engagement tool if they are authentic and compelling. A visit to a community reforestation project in Uganda offered Toni Robinson, Grundon's Compliance Manager, the opportunity to see the positive impact of the project on farmers and families and, through newsletters, presentations and social media, to engage customers and prospects on Grundon's programme.

Toni's experience at the Uganda Community Reforestation project provided her with rare insight into the individual lives the project is helping. *"I've read the project sheets and seen pictures but it really isn't until you see the project that you realise how important it is and how it is really changing people's lives,"* Toni said.

During her visit, Toni met families and farmers who had benefited from the creation of jobs, the improved role of women within the community, and the education and training which helps improve farming techniques and provides new sources of food and financial stability for households.

Toni with the Quantifiers from Bushenyi



Gaining insight on the impact

Grundon is supporting the Uganda Community Reforestation project as part of its commitment to deliver a zero emissions waste management service through its CarbonNeutral® fleet programme.

For Grundon it was essential to visit the project and get a deeper understanding on the ground of the activities being and the Sustainable Impact it's having on community life, in addition to the carbon emission reductions. Bradley Smith, Sales & Marketing Director at Grundon, explained: *"We wanted*

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to go to the project and see how our money is making an impact. We wanted to report back to colleagues, clients and prospects on how our money and commitment is changing people's lives."

While in Uganda, Toni enjoyed two days exploring the tree groves and had meetings with farmers, local community members and project leaders to gain a deeper understanding of all the benefits being delivered to families, and to the environment. For Toni, the experience was enlightening: *"Before I went, I had looked at the website and project sheet, knowing there were 4.6 million trees planted in the area and over 5,000 farmers involved. But until I went to the project, I had no real understanding of just how important the project is to the community groups and how committed they are themselves to the values of the project."*

Toni blogged daily from Uganda, which was circulated through the company's social media network as well as featuring on both Grundon's and The CarbonNeutral Company websites. She said: *"The visit was definitely beyond what I expected. The project gives back so much to the communities; the people really own the project and it makes a real, tangible difference to the lives of the people involved."*

Embracing the project visit

Bradley reveals how impactful the content has been from a commercial perspective: *"The visit has connected us with people and companies we wouldn't normally*

"The project has engaged us with people we wouldn't normally have engaged with."

Bradley Smith, Grundon



Toni connecting with the local community

have engaged with. We've seen interest via social media particularly and we are continuing to use the visit materials in our communications. Our sales teams are learning more about the details and highlights of the visit to fully communicate our experience and further demonstrate our commitment to improving both the environment and the lives of the people in Uganda."

After only nine hours of publication Toni's blog had achieved the highest engagement rate of any Grundon story in the previous six months. Further supported by social media and press releases, Grundon continues to use the content in its internal and external communications.

Through their website content, sales presentations, internal and external newsletters, presentations to the board and customers, and rich media creation, Grundon is taking the project visit experience to customers, prospects and employees. As a result of seeing the commitment of the farmers in Uganda and the impact on the communities first hand, Grundon's connection to the project has become particularly strong. Toni was clear about the impact the visit has had: *"We now feel we really own the project; it is part of Grundon."*

Rebecca Fay, Marketing Director at The CarbonNeutral Company, said: *"It is always a pleasure to work with a client like Grundon because of their interest in really understanding the project's impact on communities and integrating their involvement into their company culture. With this sort of alignment, you can quickly see the tangible benefits to the business that Grundon's programme will deliver."*