



Empowering employees to get involved and genuinely care about their contribution to achieving targets – we help our clients understand and OWN the notion of employee success

Highlights

- EDF was struggling to communicate its sustainability focus, targets and even achievements to a highly fragmented workforce
- SustainIt developed various strategies to understand what empowered the workforce, creating both content and visuals to drive engagement, understand and motivation to perform
- No longer fragmented, the workforce began to work together on achieving targets they understood with the insights they needed to act upon them



EDF is one of the largest integrated energy companies in the UK, providing gas and electricity to nearly 6 million households and businesses. With over 13,000 employees across the country and sustainability at the core of what they do, EDF is set on being at the forefront of SCR both on a business and personal level.

Talking about CSR...

...how we can help



Our Solution

Using our knowledge of employee success and empowerment we implemented data communication and engagement tactics to develop a highly detailed EDF plan. The plan focused on key influencers that would not only encourage employee engagement but help workers learn more about sustainability and give them the motivation they needed to smash their targets.

Integrating what we had discovered, a special feature was integrated to EDF's internal magazine. Using content strategies to enhance engagement, we covered everything from web campaigns to room designs. Interactive visuals appeared frequently to promote ease of understanding while the sustainability ambitions of the company were listed in a way that employees could instantly identify and act upon.

Results

A colossal reduction in communications barriers, with managers feeling they are able to identify, empower and achieve their sustainability targets more efficiently than ever before.

The Problem

With such a varied and widespread employee workforce, EDF was struggling to communicate not only their sustainability objectives, but the accomplishments of their efforts too. They needed to encourage employee engagement by keeping their workforce empowered, involved and excited to tackle their sustainability targets.

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