



**Giki Zero**  
**Case studies**

## Introduction

**Giki works with everyone from global companies through to small businesses. Each organization uses Giki's science-based platform, combined with our comprehensive engagement programme, to bring people together to learn what they can do for the planet.**

**Here you can read case studies of some of those companies, along with insights into their aims and successes.**



## NatWest Group

# Engaging employees to bring sustainability into business decision making



### **NatWest Group wanted to ensure sustainability was integrated into their business decision making across the company.**

To implement this, they decided the best way to educate and empower their employees was through their own lifestyles, so they could understand the importance of sustainability in their professional lives.

### **What they did**

By using Giki's engagement programme and science-based platform their employees both gained the knowledge and were able to apply learnings to their own lives.

To bolster this, they've also included Giki in their compulsory climate training to ensure the culture of sustainability is embedded across all parts of the organization.

NatWest uses Giki's reporting suite to show how they're engaging their employees around sustainability and report this externally, including in their [TCFD](#).

### **Successes**

NatWest Group won a Business Green Award for best employee engagement campaign for their work with Giki and are also currently shortlisted for [the Edie](#) employee engagement awards.





**Global professional services firm**

# Aligning employees with their sustainability strategy

**After implementing a net zero by 2030 strategy, leaders wanted to broaden the impact of their sustainability reach to their employees and clients and ensure sustainability was embedded in their employees' everyday decision making. This is crucial to deliver on their strategy to embed sustainability into their services and client delivery.**

## **What they did**

The approach was to combine education through Giki's engagement programme, using themed quarterly challenges and communications aligned with their sustainability strategy. Engagement is also enhanced with teams, leaderboards and collective achievements to bring everyone together to cut carbon.

## **Successes**

Employees are now an integral part of the company's sustainability strategy, and as a result, sustainability is increasingly embedded in thinking and planning across the firm. The learning and education components of Giki Zero are also included in relevant tenders and RFPs.





**Adobe**

## **Building Partnerships with sustainability at the core**

**Adobe joined forces with Giki to launch the Adobe Sustainability Games to foster a culture of sustainability in their partner organizations.**

### **What they did**

Adobe UK&I worked with their Adobe partners for a month of Partner Sustainability Games, with participants across their ecosystem.

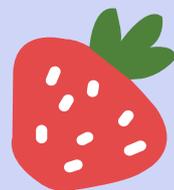
### **Successes**

Together they took over 1,400 steps to reduce their carbon footprint and saved 102 tonnes of carbon which equates to 5,100 trees planted or 247 short haul flights! The successes were celebrated with an awards ceremony hosted at Adobe's London offices.



**Cawston Press**

## **SME employee engagement built into a bold sustainability strategy**



**CAWSTON  
PRESS**



Cawston Press already have a net zero commitment, as well as continued commitments to reducing food waste, packaging, and sourcing responsibly. They also wanted to engage their employees on sustainability and have committed to every member of the team having their own sustainability commitments, included in annual reviews.

### **What they did**

This led to Cawston Press launching Giki Zero Pro as a cost-effective tool to help accelerate employee engagement with their new 'Pressing for Better' sustainability strategy. They created their green ambassador team to lead the work with Giki, which is driving high participation and engagement levels. As a result, employees can take control of their personal impact on the environment and this strategy has also encouraged a culture of innovation around sustainability.

### **Successes**

Cawston Press have achieved over 50% participation with Giki, creating a long and lasting impact from the carbon they've reduced.

"Since we launched Giki Zero to the team, we've seen great take-up across the business, sharing what steps they are taking to improve their carbon footprint and what they've learned along the way.

The team likes seeing where they are making a difference individually as well as being able to align their efforts to the steps we are taking as a business to change what we do for the better.

The Chief Greenie network is also a great resource to tap into for more inspiration"

**Steve Kearns, Managing Director**



## Auto Trader

# Making sustainability easy and accessible



**AutoTrader**



As the UK's largest automotive marketplace, Auto Trader strives to play a positive role in making a difference to their people, communities, and the industries they are part of.

**In this context, Auto Trader wants to engage their employees to calculate their footprint, reduce their own emissions and make sustainability easy and accessible to support the urgent action required to tackle the climate crisis.**

"It's sustainability made easy and accessible to everybody in our business."

Christos Tsaprounis,  
People and Culture Director

### What they did

Auto Trader rolled out Giki Zero Pro, and as part of the engagement programmed, Giki runs challenges with them to drive engagement throughout the year. Employees also join the Giki live events which help bring sustainability thinking into business decision-making and drive further innovative thinking.

### Successes

Auto Trader has achieved the Gold Carbon Literate Organisation accreditation from the Carbon Literacy Project (CLP). The accreditation means that more than 50% of the company's 1,000 staff members have completed carbon literacy training. Giki is the continual action for carbon literacy at the organisation for their people.

**KPMG UK**

## Engaging staff with sustainability and tackling isolation



KPMG wanted to engage their staff in environmental sustainability whilst tackling employee isolation in a distributed workforce post pandemic.

### What they did

In a project delivered by Hubbub, who worked with Giki Zero Pro to execute a collaborative and impactful employee sustainability engagement programme called 'Game On'.

In the run-up to COP26, over 382 employees at KPMG UK took part in fun challenges, raising their education and awareness of their personal carbon footprint and ways in which they could reduce it, picking up life-long skills with lasting impact. Together they took over 1500 steps.

The team was further engaged with high-profile guest speakers, including Pippa Ehrlich, director of My Octopus Teacher.

### Successes

The campaign helped KPMG UK colleagues cut carbon, reduce land, and water usage, and save money. The campaign was recognised as bronze winners at the Corporate Engagement Awards in the Best Environmental and Sustainability category. These awards are widely considered as the benchmark for collaborations that have excelled and pushed the boundaries.

*"It was fun, educational, inspirational, and impactful. I loved the way it encouraged us to not just think about our own impact and how we could help but encouraged a sense of community and sharing. A very well put together project."*

**Neil Eustice, Diversity and Knowledge Manager,**

## Kyan

# Connecting employees with sustainability and overarching organization strategy



### Kyan wanted to move to being a purpose led organization.

A technology agency with a diverse and growing workforce, the leaders wanted to unite their employees behind their strategy, support their B Corp application, and support their people to incrementally change their behaviour and live more sustainably.

“Giki is an integral part of our sustainability journey”.

Gavin Shinfield, Founder and Chief Sustainability Officer

### What they did

We worked with Kyan to drive climate awareness and action, then celebrate individual and collective achievements.

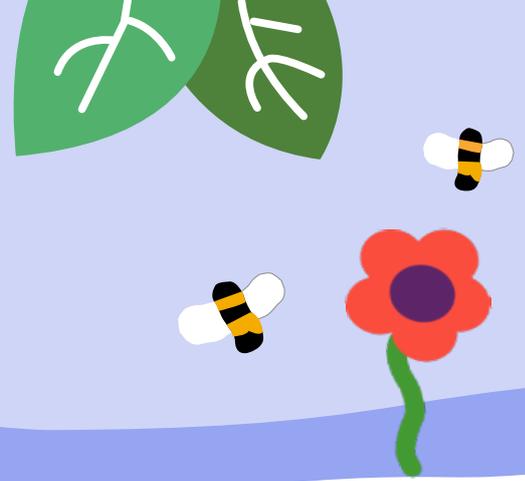
By embracing campaigns and our regular online events, the Kyan team expand their knowledge on sustainability issues and embed climate consciousness in the work culture.

### Successes

Kyan is rightfully proud of their high-engagement rates that contribute to low turnover and long tenures and a culture that is ambitious and ready to meet new challenges.

## What they say

# Testimonials



"We find it inspiring for individuals, and empowering to see the collective effort as well"

Diane Burt, Arup

"Giki Zero has inspired many of us to take steps towards living a more sustainable lifestyle. The tool is intuitive and a great fit for our company culture."

Helen Hughes,  
Sustainability Director,  
Design Bridge

"You can use Giki Zero as your first step to reaching net zero, for a healthier, resilient zero carbon future for us all."

Nigel Topping,  
UK High Level Climate Action  
Champion for COP26 and COP27

"Giki deepens our sustainability knowledge across Ninety One and we cut carbon emissions together."

Hendrik du Toit, CEO Ninety One



Giki is ISO 27001 certified – meaning you can engage your employees in confidence that we'll take care of your data.

Giki is a B Corp and social enterprise which means our mission comes first. We're here to help people learn what they can do for the planet and how to reduce their personal carbon footprints.



## Your employee sustainability programme

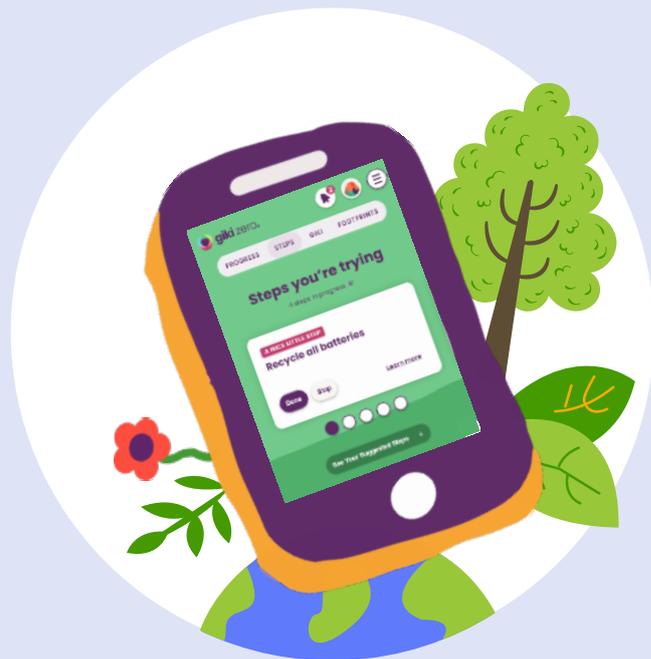
Giki Zero helps companies who want to educate and engage staff on sustainability and measure the impact of their actions.

[Talk to us](#)

## Want to take action now?

Giki Zero helps you keep track of everything you're doing for the planet.

[Sign up for free](#)



**Combining our science-based platform with a comprehensive engagement programme  
Giki Zero Pro brings people together to learn what they can do for the planet.**

[hello@giki.co.uk](mailto:hello@giki.co.uk)

