



# Pukka Herbs: a case study

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# Background

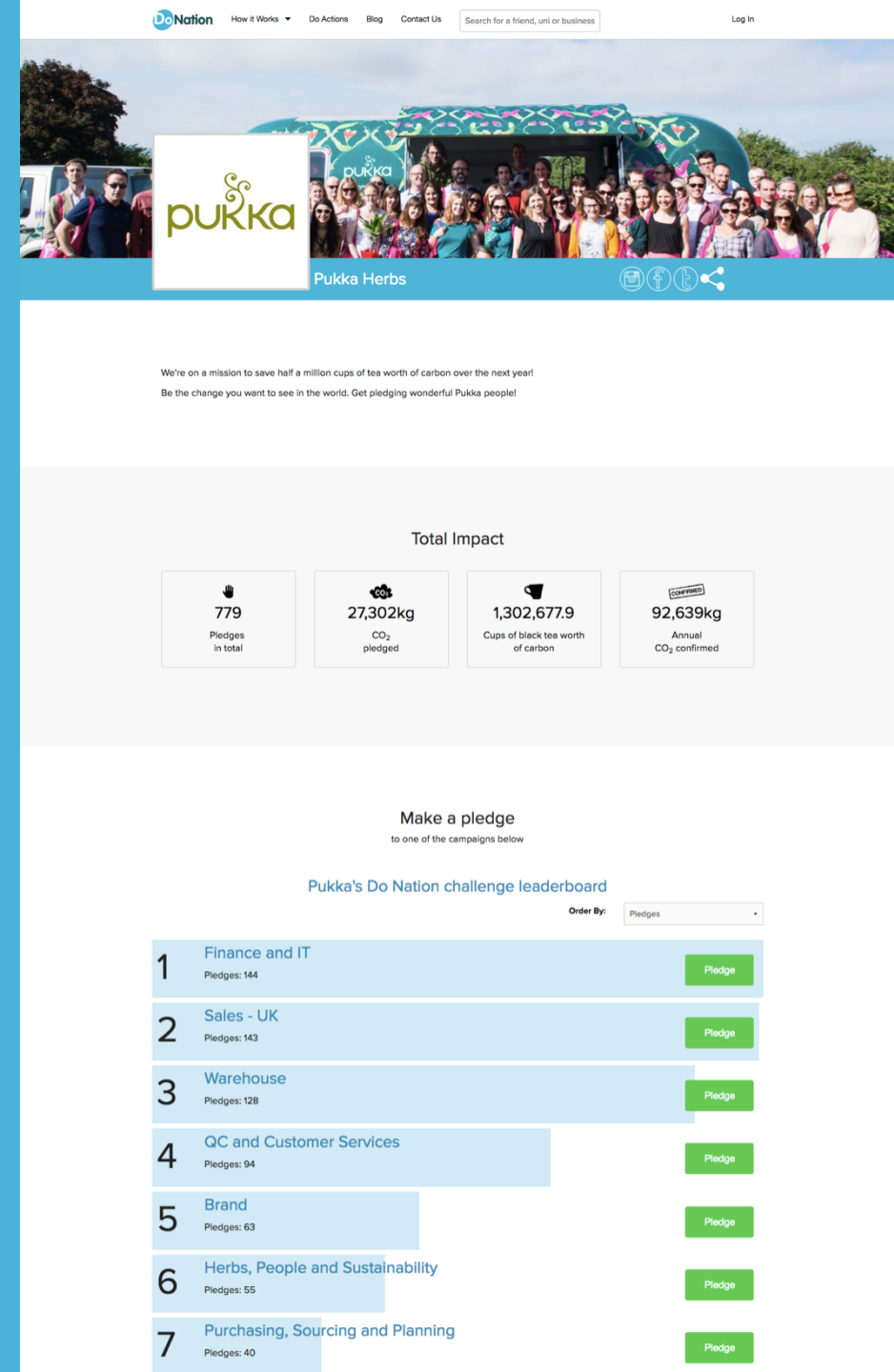
As a business, Pukka Herbs is proudly doing their bit to be the change they want to see in the world – as they demonstrated by certifying as a B Corp. They wanted to make sure all their employees could play an active part in movement too, through their personal actions at home and work.

# What we did

Pukka’s sustainability manager launched their Do Nation campaign at a company away day, asking staff to use our colourful stickers to share what actions they were already doing and what changes they’d make. When staff returned to the office, emails were waiting in their inbox inviting them to record their pledges on Do Nation.

Teams were created around their departments, competing against each other over the year to see which team could complete the most pledges and save the most carbon. Prizes were awarded at quarterly away days to keep momentum up, with winning teams receiving prizes including branded Do Nation mugs and t-shirts, and food from other B Corps.

To step it up a notch, Pukka linked their employee bonus scheme to their Do Nation pledges: if they reached their target to save 500,000 cups of tea worth of carbon, employees would receive an extra 0.5% bonus.



Through their Do Nation campaign pages, they promoted specific actions at different times through the year, and offered practical support in addition to the advice and information given on the [Do Action pages](#). For example, seeing that [On yer bike](#) was a particularly popular pledge, they hosted a cycle training and repair workshop with Dr Bike.

As is always the way on Do Nation, pledges were to try out a new behaviour over two months. Staff received tips and reminders from us throughout that time, and confirmed how they got on at the end of the two months – often recording further pledges at this time.

## The results:

- **79% staff made pledges**, together making 779 pledges
- **77% of pledges were completed** at least half of the time
- **93 tonnes of CO<sub>2</sub> savings** per year were created– that's as much as 4.4 million cups of tea, more than quadrupling their target
- **2,771 meals were saved** by people pledging to do Eat up
- **89%** said it made them **more aware** of Pukka's sustainability work
- **78%** strongly agreed that it made them **more proud** of Pukka's work
- On average, participants **talked to 8 others** about their pledges
- **2/3** strongly agreed that it made them feel **part of a community** taking action together



I didn't realise I could make a difference with my driving style. I turned off my air con, emptied my boot, and generally have been taking care not to accelerate and brake suddenly.

*David, Smart drive*



I was totally shocked at the number of off the shelf products that contain palm oil and found your guide very useful.

*Bridget, Well oiled*



Loved it! Will continue with veggie lunches!

*Susannah, Veg out*







“We asked teams to share their experience of Do Nation pledging at our spring company day – we were blown away by tales of new cyclists, staycations, and even a colleague who built his own solar powered electric bike!

As a result of the programme, the business as a whole has become much more carbon literate, and it has paved the way for setting science based carbon reduction targets.”

*Vicky Murray, Sustainability Manager*



I started to use my thermal mug for take away hot drinks and also carry a reusable bottle of water with me. No more plastic bottles or non-recyclable take away cups!



*Aline, Tap it*



This pledge made me so much more enthusiastic about hopping on my bike to work, despite some of the bleak wintery mornings. Not only did I reduce my carbon footprint, I also got some valuable exercise, and felt much happier too. Thank you :)



*Nadia, On yer bike*



For more information or to discuss running a campaign at your organisation, please drop us a line:

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