

Case Study: Ella's Kitchen

As a B Corp, sustainability runs through the core of Ella's Kitchen's mission. They wanted to help staff to get involved and put into the heart of their own lifestyles too.

Ella's Kitchen signed up to Do Nation to help with this, encouraging staff to make simple, personal sustainability pledges. They set a target to save 150,000 bananas worth of carbon through their employee's combined actions. They totally smashed this target, reaching 556,778 bananas.

Each quarter they updated their menu of Do Actions (the list of actions that employees can pledge to do), focussing on a new set of actions to keep it fresh and relevant, keeping momentum rolling.

For every pledge made, they donated a food pouch to a child in need through Action Against Hunger.

The screenshot shows the Ella's Kitchen Do Nation dashboard. At the top, it says 'Ella's Kitchen Do Nation' and 'By: Ella's Kitchen 1st October 2019 | Status'. Below this is a progress bar for '7,540kg out of 8,000kg CO₂'. The dashboard features 'Priority Do Actions' such as 'Tip top taps', 'On yer bike', 'Light the way', 'Green fingers', and 'Clean your bills'. It also displays 'How we're doing' with statistics: 255 pledges in total, 7,540kg CO₂ pledged, 63.5 flights from Glasgow to Amsterdam, and 27,149kg Annual CO₂ confirmed. Individual pledges are listed at the bottom, including one from Phil Hunt and two from Lauren Francis.

75%
of staff
took part

82%
of pledges
completed

100%
increased
pride in Ella's
Kitchen

70%
improved
health &
fitness

8.3
conversations
per pledge

“Do Nation is a great platform and it's really easy to use. It gives you that nudge to do things you has always intending to do, but not quite got round to!” *James*

“I think it's a really positive thing that Ella's are supporting sustainability, and also donating food to starving children for every active pledge.” *Lauren*