## BEST STAKEHOLDER/ INTERNAL COMMUNICATIONS



Board game for first content module



Example emailer header

75% EMPLOYEES ENGAGED WITH

CONTENT

90% VIEWING ALL AVAILABLE CONTENT

20% ENERGY REDUCTION ACROSS THE BRANCH NETWORK

17% REDUCTION IN WASTE GOING TO LANDFILL

CIVILS

FRAZER



CIB

## BUILDING BRANDS

Knowledge. Fun. Rewards
Sustainability Heroes
aren't born, they're made
Transform yourself into one of our sustainability champions
and inspire the next generation to follow in your footsteps.
Scan the QR code below to play and interact with our
sustainability game and win prizes today! Prizes range from
small, sustainable prizes that can be shared with your family
and friends, to eco holidays for the whole family.

> It's time to make good things happen and Make the World a Better Home. www.netzeroby2050.co.uk

Scan the QR code and add a helpful shortcut to the microsite.



Poster

**To educate and engage 670 employees** with its Sustainability Roadmap to reach net zero by 2050, the Minster and Jewson Civils Frazer businesses embarked on an internal communications campaign based on a 'gamification' concept that involved an online sustainability focused board game.

The aim was to create a fun and engaging way to educate and train colleagues on the steps that can be taken both personally and professionally to help achieve the goals – as well as enabling colleagues to speak confidently and competently about sustainability, both internally and to customers.

TER JEWSON