



Poster



Board game for first content module



Example emailer header

**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.

**75% EMPLOYEES  
ENGAGED WITH  
CONTENT**

**90% VIEWING ALL  
AVAILABLE CONTENT**

**20% ENERGY  
REDUCTION ACROSS  
THE BRANCH  
NETWORK**

**17% REDUCTION  
IN WASTE GOING  
TO LANDFILL**

