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MullenLowe

Integrated marketing communications network

MullenLowe is a creatively driven network with a strong entrepreneurial heritage and challenger mentality. A global creative boutique of distinctive diverse agencies, it is rich in local culture with both intimacy and scale. Present in more than 65 markets with over 90 agencies, it prides itself with attaining the best results through its hyperbundled approach: smashing together talent from different disciplines for truly innovative outcomes.

"MullenLowe realised cost savings of £50,000. Carbon emissions were further reduced by 8%."

Client objectives

MullenLowe is an agency that knows what it wants - whether that is in a creative capacity or its own environmental footprint.

The core objective was to attain fully audited environmental accreditation to comply with client tender requirements and corporate group policy.

With a rolling programme of energy, emissions and financial savings already in place, the agency was keen to build on its environmental achievements.

Using this as its springboard, it would consolidate and enhance improvements in environmental and operational efficiency across the whole business.

Business challenges

One of the key challenges for the project was the need to operate within time- and cost-limited boundaries.

This was imposed by the impending agency relocation. It would mean that they would have to act swiftly and within a constrained budget to meet the desired outcomes.

It also wanted to address the apparent discrepancies in billing and apportionment algorithms by building services.

This called for time and resources to be carefully allotted and managed in order to thoroughly review and address any issues as a result.

Industry

Marketing

Geographic

London

Employees

300

Client benefits

- £50,000 of cost savings across a range of environmental categories
- Further reduction of 8% in carbon emissions
- Energy reductions of 14%
- Achieved fully audited ISO 14001 certification
- Improved communication lines and better working relationships
- Rolling environmental target-setting embedded across the company

"Impressive energy reductions of 14% over the second year were also achieved and the client attained fully audited ISO 14001 certification."

Green Element's approach

It was important to build on existing relationships to ease the flow of communications. One of the core tasks was to install direct data transfer from the client's suppliers and the energy and service providers. This would remove responsibility and time-consuming tasks from the client, helping to free up resource.

Green Element set to work analysing half-hourly energy data to identify unexplained surges of power demand. It also conducted an energy audit and advised on short-term (and minimal cost) energy-reduction strategies.

A waste audit was conducted too, alongside the remediation of non-compliance issues and organising an external audit for ISO 14001 Environmental Management System certification. At all times, Green Element was constantly mindful of the time-limited lease on the client's premises.

Central to the success of the project was the implementation of an online staff training campaign to encourage energy-saving and ensure that everyone felt involved.

Client benefits

MullenLowe realised cost savings of £50,000 across a range of environmental categories over the second year. Carbon emissions were further reduced by 8%.

Impressive energy reductions of 14% over the second year were also achieved and the client attained fully audited ISO 14001 certification.

The agency now has a solid environmental strategy in place to support business sustainability moving forward.

As a result, operations have been streamlined across the agency and communication lines have been established between interdependent corporate entities and external stakeholders. This enables a much closer working relationship between all parties.

In total, the agency's operations have been successfully brought into line with corporate group policy. A system of rolling environmental target-setting has also been embedded across the company to ensure that the agency stays on track and maintains its sustainability as a business for years to come.



About Green Element

Green Element is passionate about helping organisations develop and nurture a better relationship with the environment.

Its experts advise companies big and small on a range of sustainability issues, from waste management and renewable energy implementation to environmental strategy, corporate responsibility and tenders.

Green Element is here to help businesses become more sustainable, more profitable and more responsible, naturally.

Going 'green' is not just good for the planet; it is good for profit margins too. It helps to reduce waste and lower overheads, improve brand image, strengthen customer relations, and attract and retain quality staff.

Green Element is proud of who it is and the services it provides. It has a loyal and growing list of clients who trust them with their future.