



Green
Element



WHITE LIGHT

LIGHTING • AUDIO • VIDEO

a d&b solutions company

CASE STUDY

Formalising **White Light's** impressive environmental efforts through ISO14001 accreditation

White Light is the complete technical solutions specialist, operating in a range of markets including live performances, corporate events, broadcasts, themed attractions, education, retail, and leisure.

Recognising the significant environmental impacts of events, White Light created SmartStage® technology to facilitate highly realistic and consumable digital solutions. The use of SmartStage® extended reality (XR) product range has enabled a huge reduction in the carbon footprint generated by events for White Light and its customers.

Initially brought in just to look at **ISO14001**, our interactions with Green Element led to us applying and being successful in attaining **B Corps status** as a measure of the complete Responsible Business strategy in White Light, and now the wider group of companies within d&b solutions.

Bryan Raven
Director, White Light

Green Element Approach

Green Element engaged with White Light to gain a deeper understanding of their business and its effects on the environment. As part of this process, a number of environmental risk assessments were undertaken.

The risk assessments were supported by data collection on key environmental performance indicators. Targets were set relating to how impacts can be reduced or mitigated, and an environmental strategy was created. To complement this work, Green Element also took time to understand and control any compliance-related issues while compiling an effective communications and training strategy for the White Light team.

White Light is an excellent company to work with. It is evident that sustainability is woven into everyday decision-making, with **highly engaged employees** and **clear direction** from senior leadership.

Alex Walsh

Senior Environmental
Management Consultant



Client Benefits



Achieved ISO14001
accreditation



Gained B Corp
Certification



Became an industry
leader in sustainability



Uncovered further
environmental
focus areas

Read the full White Light case
study to find out more!

[READ THE CASE STUDY](#)