



CASE STUDY ON5 EMPLOYEE ENGAGEMENT RETAIL BANK - SOCIETE GENERALE

CORPORATION CHALLENGES

- In 2014, the French retail bank Societe Generale implemented an internal Carbon tax programme creating a corporate fund to finance innovative projects to engage employees to save energy.
- The bank management wanted to make sure that their internal Carbon tax programmes leverage employee engagement and decarbonisation targets but had not managed to do so.

ON5 SOLUTIONS

What?

In 2017, ON5 created a bespoke programme including communication on line and a digital tool to help employees report their ideas and plans as to how to save energy at the office. The platform allows their colleagues to choose the most impactful projects and the bank finance the vetted projects.

How? Through the release of a campaign:

- ON5 conducted a review of how to communicate and engage the bank's employees in various offices before the project was launched.
- ON5 created a digital platform where employees can submit their ideas as to how the bank and their offices could save energy.
- ON5 developed an effective communications strategy, including the organisation of events and the use of social media.

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CAMPAIGN LAUNCHED IN 2017

27 countries involved over 4 continents

389 projects were submitted and 240 of them selected and funded

Year to date:

- Energy saving: **220 GWH**, i.e 5.4% of the bank annual consumption (and the average energy consumption of 30,000 households)
- Carbon emissions saving: **38,000 tonnes of CO₂**, i.e 2.4% of the bank CO₂ emissions i.e = 38,000 flights from Paris to New York City

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ACCESS
PLATFORM



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