



SThree - Carbon footprint assessment

SThree's approach to Corporate Social Responsibility (CSR) is focused on community, environment and the workplace. There is strong belief amongst senior managers that the proper understanding and management of social and environmental impacts is important to the continued success of the SThree business. The company, therefore, wanted to assess its carbon footprint to provide a baseline to drive ongoing improvements to its energy efficiency and carbon management. Following a recommendation they were introduced to ADIAN Consulting Limited (ADIAN).

SThree Plc is a FTSE 250 company and a specialist permanent and contract-staffing business. It is focused on niche segments of the staffing market and operates under nine self-financing brands. From a first office opened in 1986 in London SThree has grown to nineteen UK offices, 25 non-UK offices and around 1,500 staff. The company serves a diverse base of over 7,000 customers.

The project team:

Ian Messenger

Group Internal Communications Manager, SThree

James Del-Gatto

Branding and Communications Manager, SThree

Paul Lomax

Group HR Director, SThree

Timothy Monk

Consultant, ADIAN Consulting

Robert Gevargiz

Director, ADIAN Consulting



The story...

Initial scoping

SThree is an office-based business. Assessing the company's carbon footprint required detailed information on all of its UK properties. The first step was for ADIAN's consultants to liaise with SThree staff to collate the necessary operational data. This task required ADIAN personnel to show sensitivity to the additional demands this placed on the business and to use their negotiating skills to agree timely action from the staff.

Liaising with third-parties

The next step was to obtain further important information on each property from office landlords and their managing agents, a tricky task requiring ADIAN's personnel to use their negotiating skills to the maximum. The information sought related to building construction, mechanical and electrical services, utilities usage and utilities costs. This required ADIAN to know exactly what information was needed and to show sensitivity in obtaining it.

Site visits

SThree is a results-driven culture and each office manager is responsible for the profitability of that office. During site visits to nineteen locations, ADIAN consultants showed cultural awareness and acted as ambassadors for the project. They explained to the office managers the benefits of energy reduction and the positive effect on the bottom line. This helped Ian Messenger gain a wider, more positive communication opportunity for SThree's CSR objectives across the business.

"ADIAN had to work hard to get the external information required, and managed to do it with minimal involvement from us."

– Ian Messenger,
Group Internal Communications Manager, SThree

"ADIAN became a great advocate for our CSR objectives. Our people are now more engaged as a result."

– Ian Messenger,
Group Internal Communications Manager, SThree



Calculations

With all the information gathered and site visits completed, ADIAN calculated the full carbon footprint for SThree in the UK. The information was then presented back to senior management by way of reports and presentations. The carbon footprint figures are to be published in the SThree Plc annual report, due out in February 2010.

Additional recommendations

The information collated to assess the carbon footprint also provided further insight. ADIAN's final report and presentation identified wider opportunities for energy efficiency, for a reduction in utilities charges and potential improvements to waste management processes. These have given SThree a chance to make **immediate cost savings** and to part finance the company's longer term carbon reduction plans.

Results...

The original objective of the project was to gain a measure of SThree's carbon footprint. This was achieved as promised and the results are to be published in the company's annual report to the City. Going one step further, ADIAN also demonstrated wider opportunities for SThree to achieve **energy efficiency gains of around 20%**. This paid for the cost of the original project in year one alone. Thereafter the company will be saving tens of thousands of pounds each year. SThree is now equipped to fully manage and reduce its energy consumption and carbon emissions.

"We thought this would cost us money, but ADIAN showed us how the investment would be offset by the amount we save by managing our energy more efficiently."

– Ian Messenger

Next steps...

With existing SThree offices in Europe and the Far East, the next step is to look at how the results in the UK can be applied worldwide. The insight gained will also inform SThree's decision making on future offices. Wherever the location, Ian Messenger has no doubt that ADIAN is the right partner to continue working with.

"Robert and the ADIAN team are incredibly professional and considered. We got a lot more out of the project than we imagined and we will continue to work together."

– Ian Messenger



Ian Messenger

Key insights:

- CSR doesn't always add cost to a business. Potential energy efficiencies can actually make a project cost-neutral.
- It's not only manufacturing and distribution businesses where significant energy savings can be made.
- Choose a consultancy that has the skills to work across your organisation, conveying both the environmental and bottom-line benefits of carbon management.



For further details on how ADIAN can benefit your business, contact Robert Gevargiz on 01908 306 018 or email: robert@adian.co.uk

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