

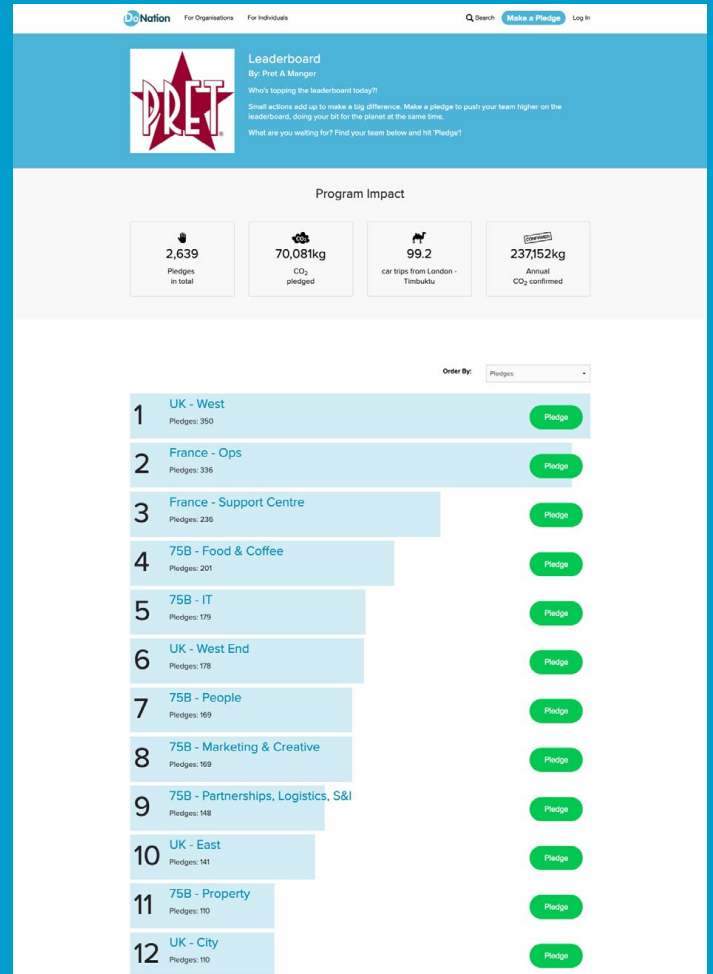
Case Study: Pret A Manger

For Earth Day 2018, Pret A Manger wanted to help educate their people about sustainability and show them how small changes add up and really do make a difference.

They ran a pledge challenge on Do Nation, pitting teams across London, Paris, Hong Kong, and Shanghai against each other to see which could make the most pledges and save the most carbon.

While all 59 Do Actions were included, attention was focused on actions like You mug (use a reusable coffee cup), Veg out (make meat a treat), and Step up (take the stairs instead of the lift), as these had most relevance in their business and offices.

Winning teams in each country were awarded sustainable prizes, such as recycled laptop cases and dinner at a restaurant serving only the food that would be available were the earth 2 degrees warmer.



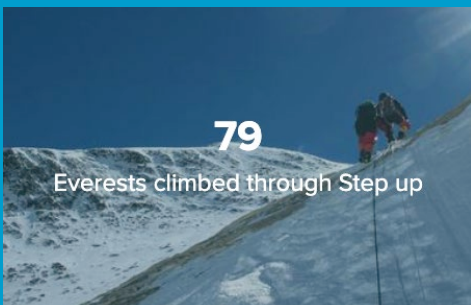
48%
of staff
took part

2,639
pledges
made

58%
of pledges
completed

95%
of those increased
their awareness of
Pret's sustainability
work

90%
felt part of a
community taking
positive action
together



"It is a simple, fun and convivial experience!" *Iain*

"I'd recommend Do Nation because it was really beneficial for myself, for others and for the environment. Also really easy to use." *Amisha*

"It made me realise how much the company is into sustainability." *Ed*