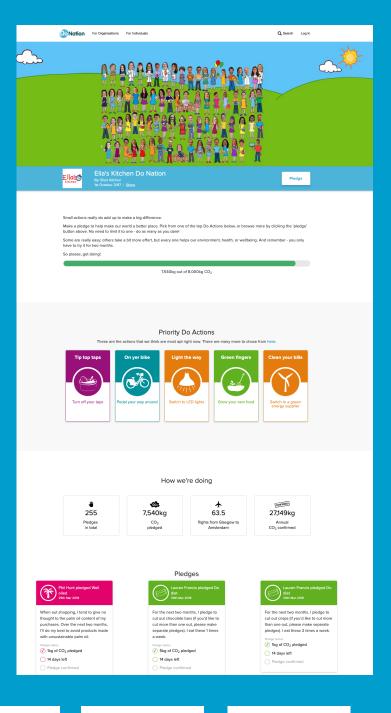
Case Study: Ella's Kitchen

As a B Corp, sustainability runs through the core of Ella's Kitchen's mission. They wanted to help staff to get involved and put into the heart of their own lifestyles too.

Ella's Kitchen signed up to Do Nation to help with this, encouraging staff to make simple, personal sustainability pledges. They set a target to save 150,000 bananas worth of carbon through their employee's combined actions. They totally smashed this target, reaching 556,778 bananas.

Each quarter they updated their menu of Do Actions (the list of actions that employees can pledge to do), focussing on a new set of actions to keep it fresh and relevant, keeping momentum rolling.

For every pledge made, they donated a food pouch to a child in need through Action Against Hunger.



75% of staff took part

82% of pledges completed

100% increased pride in Ella's Kitchen

70% improved health & fitness

8.3 conversations per pledge

"Do Nation is a great platform and it's really easy to use. It gives you that nudge to do things you has always intending to do, but not quite got round to!" *James*

"I think it's a really positive thing that Ella's are supporting sustainability, and also donating food to starving children for every active pledge." *Lauren*