

Case Study: innocent drinks

"I love Do Nation as a way to engage employees in sustainability - we always have a great buzz for it at innocent, and I love sharing the idea with others."

Katie Leggett, Sustainability Officer



In January 2019, innocent drinks asked their employees to make a pledge for the planet as part of their New Year's Resolutions. Their 12 European offices were pitted against each other to see which team could make and keep the most pledges per person.

As it was part of a wider B Corp UK pledge challenge, Do Nation also gave staff the opportunity to play an active part in the wider community of people using business as a force for good.

Team champions launched the campaign in each of their office's Monday Morning Meetings and gave humorous and personal progress updates throughout the campaign, including many photos of pledges in action. As a result, they totally smashed their target of saving 375,000 bananas worth of carbon.

The impact spread far wider than the individual pledges - the challenge has kick started conversations which have led to new sustainability initiatives across their business operations - from a meat free May campaign to taking the lead on setting up a B Corp pledge challenge in France.



1,081
pledges were made

45%
of pledges turned into
long term habits

86%
of users improved their
sense of wellbeing

