

Case study: SSE

How SSE used Do Nation to run their most successful employee engagement initiative to date.



SSE is a leading generator of renewable electricity and one of the largest electricity network companies in the UK. They used Do Nation to connect their employees to their partnership with COP26, and create a legacy of sustainable engagement.

In this highly successful programme, they engaged employees across their 7 business units. People made thousands of pledges and reduced carbon, waste and water, at home and work.

7,489

Pledges made
by 1,800
employees

40+

people came
forward as
champions

82%

felt part of a
change-maker
community

203tn

CO2 saved and
734tn waste
saved

SSE's Do Nation programme created a ripple effect of climate awareness.

Participants spoke to 6.4 people on average about their action, and their internal channels were full of lively debates and tip-sharing on topics like plastic waste and vegan cooking.



"It was definitely the most successful internal campaign we've ever done. We had so much to celebrate, it was such a joy to run." *Julia Chalmers, Head of Employee Engagement*

The SSE team branded their engagement programme 'Pledge to Power Change' to match their external brand messaging 'We Power Change'. This thoughtful communications move connected individuals in a meaningful way to the company's net zero strategy.

It was one of SSE's most successful engagement campaign to date, with 82% agreeing they felt part of a community making a difference together.

In all, they saved 203tn CO2 and 734tn waste, and grew a community of climate champions.

Find out more at wearedonation.com or email info@wearedonation.com