

EMPLOYEE ENGAGEMENT CASE STUDY

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DAWNFRESH IS ONE OF THE UK'S LARGEST PRODUCERS OF FISH AND SEAFOOD, SUPPLYING UK RETAIL AND EXPORT MARKETS.

THE SCOTTISH-BASED COMPANY EMPLOYS MORE THAN 550 STAFF WITH UP TO 200 ADDITIONAL TEMPORARY WORKERS AT KEY PERIODS.

Supply chain organisations are increasingly expected to adopt a triple bottom line approach in order to win contracts – considering people and planet, as well as profit.

As a supplier to Marks and Spencer, Dawnfresh is keen to continually improve its sustainability credentials. To help them take action, they attended a sustainable business event organised by Scotland Food and Drink, where they were introduced to Home Energy Scotland.

Home Energy Scotland helped Dawnfresh deliver an effective, multi-site, programme of events for employees at their three sites in Uddingston, Arbroath and Grantown On Spey.

Our Scotland-wide energy advice network coordinated interactive and engaging activities, providing advice on a range of topics including energy saving, water efficiency, renewable technologies and transport. We also catered to the specific needs of some employees by providing energy saving advice in Polish.



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60 EMPLOYEES WERE SUCCESSFULLY ENGAGED AND THIS PLAYED A KEY ROLE IN DAWNFRESH WINNING MARKS AND SPENCER'S 'BEST ENVIRONMENT WEEK CAMPAIGN FOR A GROUP' AWARD.

This award is part of Marks and Spencer's Environment Week, an initiative to help suppliers increase employee engagement around environmental issues.

Dawnfresh won because of the effective campaigning that took place across their sites and the impact this had on staff. Feedback from the judges was very positive.

Steven Cassidy, Group EHS Manager at Dawnfresh, said: "A huge thank you to Home Energy Scotland for making the experience enjoyable and memorable - they really went out their way to ensure we got the service we were looking for. The support provided by Home Energy Scotland was also key in us to winning the M&S Best Environment Week Campaign for a Group"

"Fantastic approach, fantastic engagement, fantastic outcome! We will do it again!"

Our unique employee engagement programme can increase your staff's environmental awareness and saves them money. Find out more: email EmployeeEngagement@est.org.uk.

