

## An update on BIG: Results of Buck Implements Green

*In late 2007, Buck designated “going green” as one of the key initiatives for our Innovation and Thought Leadership Council (ITLC). Buck’s green initiative focuses on both external and internal efforts. Our immediate need was to launch Buck’s first ever internal green program called BIG (Buck Implements Green). It was comprised of two main channels: 1) a series of communications delivered electronically to raise awareness; 2) the formation of a group of local coordinators, or BIG champions, to help build plans for each office and serve as point of contact on green efforts.*

*This document provides a summary of the results of the first initiative – a series of electronic newsletters and games to raise green awareness.*

The primary target audience for BIG communications included about 1200 employees in the U.S.; more than 300 employees in the UK; more than 200 employees in Canada and about 50 employees in Hong Kong, Singapore, Puerto Rico, Spain and Belgium. In addition, the audience included individuals at all levels and functions of the organization—from entry-level consultants to directors, principals and other executives in all lines of businesses.

### **BIG communication goals**

- **Effectively launch the BIG program.** Our first goal was simply to raise awareness and engage employees in the topic of green. The intent was to get employees thinking about the environment and what they could do to be more eco-friendly. In addition to getting employees to think about what they could do, a second goal was to encourage action.
- **Show leadership in the green market.** By creating interactive communications, we sought to broaden how our stakeholders perceive Buck. Now that we have completed a series of materials for Buck employees, we plan to take the materials and concept to clients and prospects to help them reach their employee audiences.

### **BIG solution**

Our first newsletter was released on Earth Day (April 22, 2008). The e-newsletter was designed to be an ongoing communication, but to keep employees interested in the BIG program, we decided to stagger e-newsletters with other interactive communications—employees would receive an e-newsletter approximately every other month with interactive games and quizzes in between each issue.

## **BIG results**

To measure the effectiveness of the BIG program after six months, we distributed an electronic survey to all employees, encouraging them to provide us with feedback. We received valuable feedback from almost a third of our employees (523) from across the globe.

Those who responded confirmed our assumption that the topic is of real interest and concern to Buck Consultants' employees, because:

- ***Almost 1/3 of survey respondents stated that they have made a change(s) to their lifestyles based on the information they received through the BIG program—that's over 150 people who have made real changes in their everyday life!***
- Common changes were:
  - recycling more, printing less and turning out lights
  - stopping or reducing the use of bottled water and Styrofoam or plastic cups
  - using reusable grocery or lunch bags
  - switching to CFL bulbs or other energy saving solutions
  - buying/using greener products and considering bulk purchases
  - changing transportation habits—limiting car trips, carpooling, buying hybrid cars, using mass transit, biking or walking to work
- ***We achieved our goal of developing easy-to-understand and engaging communications.***
  - interest in the BIG communications was consistently high among all ages and genders
  - 56 percent reported that the BIG communications changed how well-informed they were about green issues
  - 72 percent of survey respondents read one or more issues of the e-newsletter
  - 91 percent said the e-newsletters were easy-to-understand
  - 78 percent said they were interesting
  - 61 percent said they were useful

- ***The mixture of e-newsletters and interactive games proved effective.***
  - 43 percent reported playing an interactive game(s) and the games were described as “great,” “clever,” “cute,” “fabulous,” “cool,” and “informative”
  - 62 percent said they helped keep their interest in the green initiative
  - 54 percent said they helped them learn more about going green
  - 78 percent playing an interactive game(s) said the BIG games were interesting
  - 81 percent said they were fun
  - the mix of newsletters and interactive games was well received
- ***We received additional and overwhelmingly positive emails expressing enthusiasm and interest in the BIG communications effort.***
  - “This [first issue of BIG e-newsletter] is by far the nicest, most interesting communication piece we have ever received! The layout, the design and graphics, the text – all eye-catching and beautiful. The content is chock-full of useful information - I read every page and learned a lot. Also love the rollout on Earth Day. Much hard work and effort is evident.”
  - “Just a quick note to give you feedback that I am very impressed with the BIG newsletter—the beautiful look and the useful content. It’s a great start and I’m sure will have a very positive impact on Buck employees. Our office has long been very aware of sustainability and recycling, well before it was fashionable to do so. It makes an impact to see the message going out as a company initiative—another reason that Buck is the employer of choice! Thanks for a job well done!”
  - “This is really great stuff. Talk about employee engagement. It really does make you feel good about working for Buck.”
  - “Sign me up on this. One of the biggest themes that emerged at our recent new hire orientation was what I call “brand alignment” – that is, our firm’s need to internally implement the initiatives we take to market. You can imagine my excitement on seeing this newsletter, which looks great, by the way. Now we’ll officially be able to say, “been there, done that,” more or less. I like to think of going green as an ongoing process along a broad, dynamic spectrum. That’s where we’ll be able to assist clients; by helping them map out where they are along the spectrum and how to get to where they want to be.”

Thanks to all the respondents of our survey. And look for more BIG communications in 2009!