



Envirowise: Informing programme delivery

The Challenge

Envirowise currently stimulates businesses to improve resource efficiency through taking tactical steps to reduce waste and increase effectiveness.

Envirowise wanted to stimulate culture change in businesses to make resource efficiency central to their organisational culture. They needed to identify the messages and tools that would encourage UK businesses to do this and that would result in resource efficiency being embedded in their firms.

The challenge was to identify a methodology and way of working to meet these needs. We needed to be able to work closely with Envirowise to use insights from the project so that the research could be adapted and refined as the project progressed.

The Approach

Databuild conducted the research in four stages:

1. Review of relevant Envirowise projects and other published information
2. Discussions with Envirowise staff to explore what tools and messages they thought would be effective
3. Qualitative research to test these ideas and develop messages and tools
4. Quantitative research to establish the market potential for each approach.

The results of the research were discussed with Envirowise at workshops following each stage of the project and presented, along with interpretation, in written reports

inspired market research

The Outcome

As a result of the research Environwise:

- Have developed 'Words to the Wise' an on-line behaviour change tool: <http://www.envirowise.gov.uk/change/>
- Are able to identify and target organisations with potential to embed resource efficiency in their operations
- Have improved their marketing messages to reflect needs, behaviour and language used by their target users.

"I particularly enjoyed working on this project because the scope and objectives were not set in stone before the project began. It was much more of a collaboration."

Moritz Flockenhaus. Customer Insight Manager
Envirowise



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