



Helping a Global Electronics Company with Corporate Sustainability, Globally

Project Summary:

WSP Environment & Energy helped to develop a carbon and environmental strategy for this global company. At strategic level we identified new market opportunities from the low carbon opportunity, at operational level we helped the company to execute these strategies and to also reduce carbon in their own operations.

The Client's Challenge:

Our client knew that environmental issues were important, and also that they could develop long term revenue streams from a low carbon economy. They also wanted to implement innovative ways of managing their own environmental impact.

Our Work:

Carbon as strategy

We worked with a senior panel to understand the strategic threats and opportunities from carbon. We then developed a clear strategy to help them implement this in practice.

Carbon in marketing messages

This company's competitors were using carbon as a differentiator in their products. We helped our client understand the carbon footprint of their products across each step of the product lifecycle. We then helped them to create unique messages that could be used by their marketing teams.

Carbon reduction in-house

We developed a carbon reduction programme, and implemented it. The programme included both capital programmes and also behaviour change programmes.

Product compliance

We help our clients to be sure that their products comply with environmental regulations. This includes REACH, RoHS, WEEE, EuP regulations.

The Outcome:

The combination of ensuring their own impact on the environment is minimal and knowing the carbon story of their products, means this organisation is not only able to help protect our environment, but to use their green credentials as a marketing tool.

The inclusion of Carbon in product marketing materials helps push sustainability through the supply chain. It prompts their clients to consider the environment in their purchasing decisions.

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