

“Biodiversity Field Guide & Intranet”

Background & Objective

Anglian Water serves the east of England, from the Humber to the Thames and from the east coast to parts of Oxfordshire. They own more than 4,000 pieces of land, including 47 “Sites of Special Scientific Interest”, 30 “Special Protection Areas” and 11 “Ramsar sites”: all protected by law for their conservation value. So protecting wildlife and enhancing biodiversity has always been a vital element of their corporate strategy.

It is vitally important that any employees who have the potential to work around these sites and species are properly informed about legislation and company policy, while ensuring that this complex information is easily digestible. Anglian Water also wanted to encourage staff to become more engaged with their biodiversity work and to empower them to get directly involved.

Implementation

Anglian water created a Biodiversity Field Guide & Intranet. No other utility firm has attempted to produce a field guide on this scale: it is thus, unique.

The Guide needed to be easily accessible to staff working out of their vans. It had to be robust as it was assumed to get wet, muddy and worse. It was therefore printed on waterproof tear-resistant paper. It was spiral bound so that it lay open on any page.

Each species has a double-page spread in a consistent format. Key information was thus available at a glance. Colour-coding has been used throughout to identify the different sections.

The site is bright and uncluttered. There is just one menu, so navigation is easy. It supports the Guide with additional information and links to external sites, while also encouraging engagement by publishing readers’ photographs, special surveys and competitions.

Audience

Anglian Water has 3,700 employees, plus contract partners. 1,600 of its staff are ‘field-based’ and now, they all have a printed copy of the Guide. Office-based staff can all access a pdf version on the intranet site. All employees have access to the intranet site, as do most of the contract partners’ staff.

Results

The Field Guide and intranet site have been a huge success with more than 2,000 copies have been distributed. At the time of submitting their entry to the GREEN AWARDS, Anglian Water mentioned to have just sent 200 copies to engineers designing its new water and wastewater treatment sites to be built during the next five years. The demand for the printed guides remains high and is also included in the induction of new starters in many parts of the firm.

Budget

Design and print - £31,000

Judges thoughts:

The judges highly enjoyed Anglian Water's campaign. They found "Biodiversity Field Guide & Intranet" to be a very positive and engaging initiative. One of the judges described it as being "brave"; overall, the majority thought it was a nice and simple campaign, as well as a practical one.

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