



## NHS Sustainability Day 2013/2014

### Proposal

To organise and manage the National NHS Sustainability Day Campaign

### Our client

Barts Health NHS Trust

### The proposal

To build a brand new website, organise 5 regional events and an awards ceremony. Manage the whole campaign and organise sponsorship and funding.

### Target

To increase awareness of the national day of action. To get up to 100 NHS Trusts to be involved on the day. To increase the award applications from 15 to 50. To have support from Government Departments.

4 All of Us Ltd were invited to organise the national NHS Sustainability Day Campaign for 2013/14. The campaign was to start in October 2013 and culminate with the national day of action on March 27<sup>th</sup>. 4 All of us Ltd were tasked with designing and building a national website, creating a series of 5 regional events and organising a national awards ceremony. This was to be managed by 4 All of us Ltd.

The Campaign had no financial investment and so we had to start by seeking relevant organisations which represented and worked within healthcare effectively to promote sustainability. From here we began to design and build a website which would provide a continuous window in which NHS Professionals could find out the latest guidance, information and news on sustainable development.



4 All of us Ltd worked closely with Fig Creative Design Agency to design and build a website which carried out the key objective of the campaign. Once a website was in place 4 All of us began to



organise a series of regional roadshows across the country. The Roadshows were to take place with or alongside an NHS Trust from that particular region. 4 All of us Ltd then organised the dates, location, programme and invitations to both speakers and delegates. Employing a team of campaign staff, 4 All of us Ltd set about taking what had been a one day event into a 6 month campaign.

Via our sales experience and relationships within the NHS we quickly brought relevant partners on board to help with sponsorship and fund the campaign.



After the campaign came to an end on March 27<sup>th</sup>, NHS Sustainability Day, we had surpassed all original targets set by the client Barts Health NHS Trust. Over 130 NHS Trusts took some form of action on the day itself. The website had over 110,000 visitors and we had over 90 NHS Trusts apply for the awards.

Our efforts were rewarded by been given the role of NHS Sustainability Day Campaign managers for the 2014/15 campaign. Both ourselves and Barts Health NHS Trust were also thanked by the Prime Minister, David Cameron, and nominated for a national award in which we came runner up to BSKYB.





“Thanks for arranging a very useful NHS Sustainability day event. it was good to hear from colleagues and industry about new and novel solutions to these challenges.”

— Martin Mannix General Manager at Public Health England

“I just wanted to say thank you for arranging such an excellent event, I enjoyed the day very much and felt that I have taken so much away from the speakers who were amazing”

— Jan Bates Procurement Officer Aintree University Hospitals NHS Foundation Trust

“Thank you just isn’t enough for you guys, you have been superb. Thank you for making this the best sustainability day so far”

— Fiona Daly, Environmental Manager, Barts Health NHS Trust

We just wanted to say thank you so much for laying on such a great and memorable evening at the NHS Sustainability Day Awards in London. We really did enjoy the whole event and being able to collect an award and commendations was the icing on the cake”

— Richard Hales, Energy & Sustainability Manager, Cambridge University Hospitals NHS Foundation Trust

“Thank you very much for organising the great event for NHS Sustainability Day yesterday, it was very interesting and lots of fun”

— Sebastian Slater, Marketing Executive, Specialist Services, Environmental + Mitie