

## Challenges:

Mango understands that being a sustainable company is an ever-evolving, challenging process.

With continuous improvement at the heart of its day-to-day practice, Mango's two main focuses are reducing consumption and waste and increasing education among its 200+ staff members. This specifically involves making efforts company-wide to limit paper usage through digital alternatives, decrease power consumption by introducing new energy-saving systems, and consistently communicate with staff to enhance knowledge through signposting in office spaces, sharing helpful resources, and attending events, workshops, and webinars.

Mango also understands that ongoing reviews are essential to measure the company's impact across all areas of the business, including staff, office, transport, maintenance, material disposal, and waste management, all of which are mapped out in its tailored carbon reduction plan.

To combat these challenges, Mango is committed to fulfilling its yearly sustainability targets set out in the ISO 14001 Environmental Action Plan and utilising the support available via the School to gain



a deeper understanding of how to continue making positive strides towards environmental prosperity.

## Impact:

From joining only a few months ago, the School has provided significant insight and guidance into new ways Mango can be more sustainably conscious and considerate moving forward.

For example, the Mango team has enjoyed accessing a broad range of resources and sharing these among their departments. The videos are a brilliant way to reinforce their sustainability goals alongside other online materials, which has helped Mango make great headway in its mission to expand employee knowledge.

The School's learning library has also benefited Mango's Human Resources team in advancing its training programmes and day-to-day practices, with important topics covering whistleblowing, modern slavery, wellbeing, and mental health. In addition, there is a wide range of policy templates that will keep Mango's internal policies informed and refined.

## Fact box



### Company

Mango Direct Marketing

### No of employees

200+

### HQ

County Down, Northern Ireland

### Website

[www.talktomango.com](http://www.talktomango.com)

### Main contact

Josephine Patterson

[josephine@talktomango.com](mailto:josephine@talktomango.com)

### Services

End-to-end Call Centre solutions comprising 24/7/365 inbound and outbound call handling, customer services, email, social media management, live chat, SMS, fulfilment and mail, bespoke data management and technology-based solutions.

### About

*Mango Direct Marketing is the largest independent Contact Centre in Northern Ireland. Since 2008, Mango has been offering an extensive range of 24/7/365 telemarketing services across all sectors, promoting ethical partnerships with our clients while helping them have meaningful conversations and create loyal relationships with their audience.*

Mango can already foresee the School being an essential benchmarking tool for all stages of its sustainability journey.

**Engagement events:**

To make the most of its membership and provide structure to its learning, Mango is currently creating a process where a nominated representative will handpick School events that will be of interest and benefit to its teams each month. This approach will allow Mango to organize an events calendar internally and track development.

**Resources:**

**Assessments** – The assessments have proven essential for determining key areas for improvement, providing Mango with a great starting point and benchmark for developing its skills and practices. The company is currently implementing a plan to work through more assessments, ensuring that it is always discovering new information and adjusting its operations accordingly.

**Action Plan** – Mango has focused on plans centered around sustainability, procurement, and people, which will be executed in conjunction with, and supported by, its ISO plans. This responsibility is being shared among different department heads to spread awareness to all teams within the company. This approach will be essential for making sustainability a company-wide priority and for setting KPIs to meet real, tangible goals.

**E-learning modules** - The modules are flexible and broad, which will aid Mango in creating development plans specific to its sustainability aims and objectives. With a wide range of resources readily available, this content will become a vital tool in enhancing the knowledge base of Mango staff across all sustainability pillars on an ongoing basis, which, in turn, will help the company mitigate its challenges.

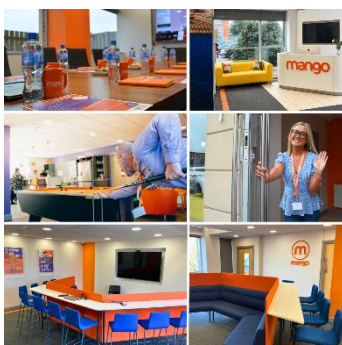


**Value gained:**

With the School, Mango has gratefully advanced its sustainable practices across the Environmental, Social, and Economic pillars through newfound education and valuable guidance from School representatives.

Mango anticipates that, with continued support from the School, it will benefit from increased competitive advantage and be better able to meet client requirements, especially as sustainability and social value become more prominent within the contact centre procurement process.

The School will also aid Mango in its ongoing commitment to refine its processes to be more efficient, complementing the existing yearly reviews in place to maintain its ISO 14001 standards. Utilizing the School’s extensive catalogue of resources is key in finding new, innovative ways to update operations and contribute to better, greener practices.



In addition, by undertaking new initiatives and further cementing its position as an ethical, environmentally focused company, Mango can embrace new public relations opportunities both locally and nationally.

## Future proofing:

Looking to the future, Mango plans to increase engagement with the School by utilising the resources offered, participating in future events, and sharing key developments to inspire others. The School provides extensive support in strengthening sustainability journeys, and Mango is keen to learn and share this knowledge with both staff and clients to maximize positive change.

