

CASE STUDY: GLOBAL TELECOM HQ

Delivering on sustainability and collaboration goals

OBJECTIVES

A global telecoms company launched their strategy to embed sustainability into every aspect of their business. This coincided with the end of the lockdown and their desire to enhance “collaboration, communication and camaraderie”.

The brief was to develop an experiential environment that brought sustainability to life in an innovative way, and provide opportunities for teams to gather and collaborate that broke the mould.

SOLUTION

We created a unique farm installation initially comprising a bespoke 3 metre wide wall together with a Farmstand cluster. This created a high impact centrepiece that was branded “The Zen Garden” and also gave flexible units that could be moved the different locations on the floor to meet specific needs.

In addition to hosting the regular harvests around the farm, a range of events and experiences were developed that supported the corporate sustainability messaging, while also creating opportunities for “harvest takeovers” where business unit teams could experience a fresh approach to traditional team building.

RESULTS

1. Acceptance

Within 18 months of the first farm installation, two more were commissioned, expanding the growing capacity to other floors in the building. The farms have become a centrepiece for team gatherings, are part of the programme of annual sustainability initiatives, and are also being used to engage the local community with visits from local community groups, charities and schools.

2. Innovation

Two of the Farm Walls have been upgraded to feature integrated IoT based monitoring technology, allowing us to remotely view the system performance across key operating functions.

3. Seamless Integration

The collaboration demonstrated how innovative solutions like vertical farming can seamlessly integrate into urban environments, creating a lasting impact on awareness and behaviour for a future where food production aligns with environmental stewardship.



AT A GLANCE



**Multiple farms
across the estate**



**Supporting corporate
sustainability goals**



**Facilitating cross
business team building**



“In the course of an all hands, we were able to take breaks by heading over in small groups to harvest basil, thyme, chard and kale. It was a fantastic hit for my team.”

Office Head of Department