

CASE STUDY: LYRECO

BACKGROUND

Lyreco is a worldwide distributor of workplace office supplies solutions, employing more than 9,000 people worldwide, and with a group turnover of more than 2 billion euros. With a comprehensive Sustainable Development Programme, Lyreco is no stranger to the sustainability agenda, and is proud to have won awards for sustainability including the Green Apple Award and SHF Logistics awards for Environment / Sustainability.

INITIAL ENGAGEMENT

Lyreco first heard about the School from one of their key clients, Barratt Developments, a founding Partner of the Homes School. Barratt Developments set the challenging target for all their key suppliers to register with the Homes School in 2016. They hosted a series of supply chain events that focused on highlighting Barratt's sustainability priorities and objectives, the role of the supply chain to help them deliver those objectives, and the opportunities / benefits available through the School.

Jean Davies, National Account Manager for Barratt Developments attended the regional supply chain event in January 2016. A week later Lyreco registered with the School and completed their first self-assessment.



IMPACT

As a result of engaging in the School, Lyreco have:

- **Found out more about Barratt's own sustainability priorities and targets**, and about the range of support available through the School after having attended a workshop led by Barratt Developments.
- **Completed two School self-assessments in a workshop environment**, with representation from those responsible for sustainability and quality within the business, alongside the National Account Manager so as to ensure balanced and accurate responses.
- **Developed a Modern Slavery policy and statement** - Lyreco were already aware of the Act and its implications; however the School helped to reinforce this as a priority action for the business.
- **Used the School's bank of resources as a valuable reference point** to reassure Lyreco that its sustainability practices, procedures and knowledge are in line with the best practice highlighted through the School, and those of their customers.
- **Attended 12 School workshops (represented by 10 people)** on issues such as Social Value, Modern Slavery, Selling Sustainability, Understanding Carbon Footprinting and the launch of the Facilities Management School.
- **Recommended the School to their supply chain, business partners and other customers.**
- **Featured information about their engagement in the School in their Group Sustainability report.**
- **Committed to securing their silver badge** in 2017, and plan to promote this in both internal and external communications.
- **Been able to engage clients / potential customers in discussions about the School** at industry events where the School has been mentioned or quoted in the presentations.

BENEFITS

- ✓ **Client recognition and enhanced reputation** – Jean Davies, National Account Manager says *“The School is an excellent and highly respected initiative. Supported by 50+ Partners, many which are our customers, it is important that we continue to engage and promote our involvement in the School through our tenders, website and general communications”*. Jean commented that awareness around the School brand continues to grow. She has heard the School referenced or quoted by its customers (including Wates, Speedy, Balfour Beatty) and potential customers at several industry events or meetings.
- **Customer retention** – Barratt Developments, along with other School Partners are sending a strong message to their supply chain that School membership is a priority, and not just a ‘nice to have’. Jean Davies believes that their continued active engagement in the School, combined with all the progress made in relation to their Sustainable Development Programme will help them to retain existing customers.
- **Better understanding of client priorities** – The supply chain event organised by Barratt Developments provided Lyreco with a greater insight into their customer’s priorities and drivers, making it clear what was expected of them in relation to sustainability. This event, together with the wide range of resources available through the School helps Lyreco keep up to date with the ever-changing priorities / issues faced by their customer base.
- **Cost / time savings** – Lyreco is already very advanced in their sustainability journey, however the resources available through the School Provide Lyreco with the reassurance that they are aligned with their clients’ priorities. They have benefited from 45 hours of free face to face sustainability training to date, not including any use of any online resources.
- **Networking opportunities** – Attendance at the School events and workshops has provided Lyreco with valuable networking opportunities. In addition, simply by being aware of the School has provided a useful discussion point to facilitate networking at other external events.

THE FUTURE

In order for the School to continue to be of benefit to Lyreco it is important to:

- ✓ Continue to grow the number of Partners.
- ✓ See evidence of more customers both encouraging and recognising engagement, in the same way as Barratt Developments is doing at present.
- ✓ Continue to improve the user journey. Lyreco is looking forward to the introduction of the corporate accounts and individual learning accounts, and the ability for an organisation to self-assess in multiple markets.
- ✓ Ensure the content remains up to date, and is reflective of the priorities of the School’s Partners.

