

Challenges:

One of the biggest challenges faced by sister companies Stocksigns Ltd and Messagemaker Displays around ESG has been employee awareness. While it is beneficial to make operational and procedural changes that reduce carbon emissions, these efforts can fall short if staff are not fully informed. It was imperative for Stocksigns Ltd that all team members across both sides of the business understand why each aspect of ESG is important and what steps can be taken to ensure both the planet and people thrive in the long term. Many of the company's key customers across the sectors that Stocksigns Ltd and Messagemaker Displays work with, namely Construction and Highways, are currently working towards their own sustainability goals. In turn, these key players are beginning to look to their supply chain for further carbon emission reductions. As such, the Stocksigns Ltd and Messagemaker Displays team recognised the need to gain additional knowledge and insights to further align their sustainability journey with that of their customers.

Impact:

Staff at the headquarters site in Redhill have found the resources available on the Supply Chain Sustainability School website to be invaluable in developing a comprehensive training plan for internal teams across both brands. By utilising these online resources, the company has conducted various training sessions, including an Overview of ESG CSR, Sustainability as a Sales Tool, Social Value training, and The Challenges of Sustainable Construction.

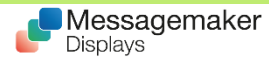
One particular aspect of the Supply Chain Sustainability School that was utilised was assigning relevant e learning modules and resources to specific members of the team. This has proved effective in progressing ESG training across the management team, who are implementing their learnings across the business.

As a result of this training plan, staff across Stocksigns Ltd and Messagemaker Displays are now more engaged with the company's sustainability and social value initiatives. The sales teams, in particular, are now better equipped with the knowledge to provide sustainable signage solutions that meet customer needs and build strong tender proposals.

Engagement Events:

Over the years that Stocksigns Ltd and Messagemaker Displays have been using the Supply Chain Sustainability School, they have attended several engagement events, including supplier days, training workshops, and webinars hosted by the Supply Chain Sustainability School. The workshops and webinars often use Menti, a tool that the company has now implemented in its internal training

Fact box



Company

Stocksigns Ltd / Messagemaker Displays

No of employees

30

HQ

Redhill, Surrey, RH1 2LG

Website

<https://www.stocksigns.co.uk/>,
<https://www.messagemaker.co.uk/>

Main contact

Kelly Spear kelly@stocksigns.co.uk

Services

Stocksigns: Safety Signage Manufacturer

Messagemaker Displays: LED Traffic Signage Supplier

About

Stocksigns: Stocksigns Ltd has manufactured high-quality safety signage since 1955, specialising in Construction, Facilities Management, Rail, and Manufacturing. Their accreditations include Constructionline Gold, RISQS, and ISO 9001 for full regulatory compliance.

Messagemaker Displays:

Messagemaker Displays is one of the UK's leading suppliers of LED Traffic Signage solutions, specialising in energy-efficient traffic management signage. Their range of signage includes fixed and mobile VMS, vehicle-activated speed signs and high-speed solutions.

sessions. The interactivity and competitive nature of Menti ensure that everyone pays attention and retains information while having fun, making the training more effective and enjoyable.

Assessment:

The assessment process has been a valuable tool for Stocksigns Ltd, offering a way to benchmark performance against other members of the Supply Chain Sustainability School and the broader sector. It has helped the company identify areas where it excels and where further consideration is needed, guiding its efforts to improve sustainability practices.

For the Messagemaker Displays brand, the assessment process has allowed the team to align much more closely with requirements from National Highways. By taking regular assessments, the team has highlighted training opportunities and created action plans to further understanding of sustainable p

Action Plan:

The action plans provided by the Supply Chain Sustainability School have been particularly useful for training purposes. They highlight areas that are not currently the company's strongest suit, helping shape the next steps in the internal training plan. This has been crucial in ensuring that the team continues to grow in their understanding and implementation of ESG principles.

Furthermore, the ability to assign modules, resources and videos within an action plan to specific staff members has allowed both brands to elevate their sustainability training. Sharing the responsibility of learning across the management team and beyond has resulted in an overarching understanding of ESG across the businesses.

E Learning:

The wide array of e learning modules offered by the Supply Chain Sustainability School on various ESG topics has been extremely beneficial for Stocksigns Ltd and Messagemaker Displays. Some modules that have been particularly useful include Introduction to Climate Change and Carbon, Carbon Reporting, Building the Business Case for Sustainable Construction, and The Circular Economy. These modules have broadened the team's understanding of each topic, bringing new ideas on how to make the business more sustainable and how to align more closely with key customers to collaboratively build a better world.

Value gained:

With the help of resources from the Supply Chain Sustainability School, Stocksigns Ltd and Messagemaker Displays have been able to consistently improve their sustainability strategy, reduce their carbon footprint, and deliver social value. This ongoing commitment has not only strengthened their environmental impact but also enhanced their ability to win new business and retain customers for both brands, as sustainability becomes an increasingly important consideration for new and existing projects across the built environment and highways sectors.

Many of the customers of each brand are Supply Chain Sustainability School partners, and through the company's involvement as a member, it is now better aligned with their sustainability commitments. Staff have gained a deeper understanding of the challenges faced by these customers, which has been instrumental in developing sustainable signage solutions that meet their needs while ensuring exceptional personal service continues to be delivered.

Future proofing:

At Stocksigns Ltd, there is a strong commitment to developing staff, which is why the company will continue to utilise the resources available through the Supply Chain Sustainability School for further training across both brands within the business. Participation in workshops and webinars will also remain a priority. One of the key areas that Stocksigns Ltd plans to focus on is creating more signage offerings for closed loop recycling schemes, building partnerships with other sustainability aligned companies, and utilising the FIR resources to further improve employment best practices. Additionally,

the company is looking to engage in more networking opportunities to build partnerships with organisations that share similar sustainability goals.