

ACME CO

Sustainable Me

Challenge 2025

Over a period of 2 weeks, **860** colleagues across **104** Challenge Teams, worked together to build eco-friendly habits across food, energy, waste, and consumption.



Motivations for taking part



91%

say that protecting the environment is important to them personally



53%

are aware of the company's sustainability commitments and initiatives

94%



would recommend the Challenge to a friend or colleague

“I enjoyed the team boosters and lunch and learn sessions – really fun and engaging.”

“The points system is great because you don't want to let your team down!”

22,604

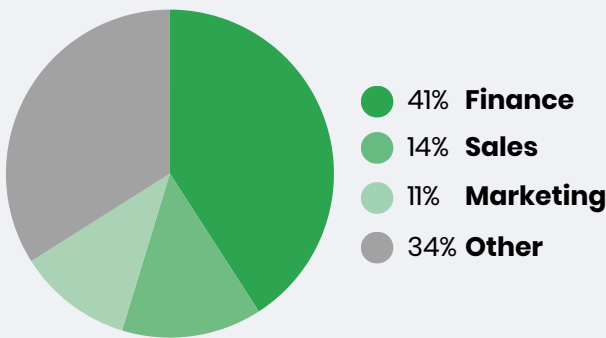
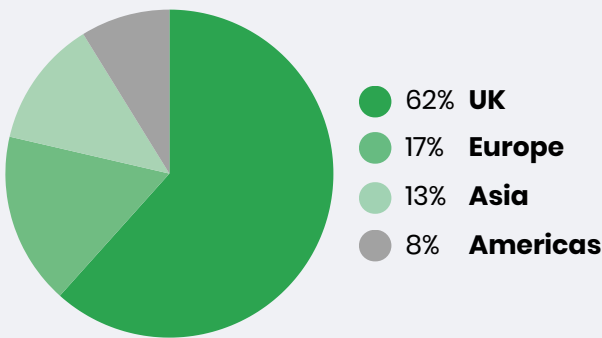
Sustainability Tasks completed over the course of the Challenge



Final Challenge Leaderboard



Participants by Geography and Division



85%

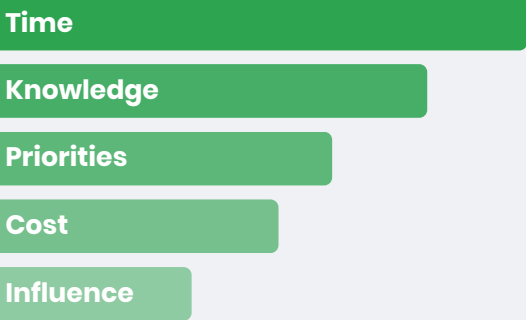
believe it is very important for employers to prioritise sustainability



81%

say the challenge has positively influenced their perception of the company

Barriers for sustainability at work



Common Themes in Reflections



Awareness & Discovery

Participants consistently expressed surprise at the ubiquity of plastic in their daily lives. Many had genuine "awakening" moments about plastic packaging, hidden plastics, and the scale of the problem.



Company Values Alignment

Strong employee engagement with sustainability initiatives, with many expressing pride in working for a company that supports environmental causes good causes.



Focus on Tangible Actions

Acknowledgment of barriers to reducing plastic use, including convenience, cost, availability of alternatives, and ingrained habits. Active problem-solving mindset with participants sharing practical tips, "no effort" swaps, and creative alternatives to single-use plastics.



Commitment to Change

Clear progression from awareness to concrete pledges and action plans, with many participants making specific, measurable commitments.



90%

say the challenge was a fun and positive experience



85%

say the challenge was good for interaction with their colleagues and team



93%

have learned about actions to be more sustainable

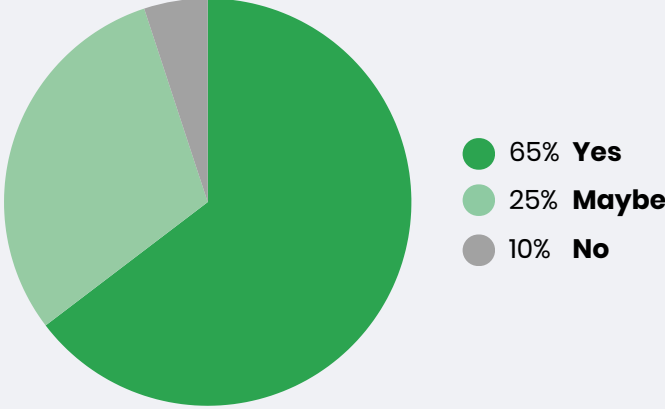


91%

are confident talking about sustainability after the challenge

“I want to work for a company that actually follows through and supports initiatives likes this.”

Interest in joining green team



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