



## CLIENT CASE STUDY: **NuGreen**

*Saving costs and carbon at  
healthcare sites using a new  
behavioural science framework*

NuGreen are a B Corp Certified sustainability consultancy based in Cumbria, with a vision of creating a truly sustainable healthcare sector, with strong, long term local networks.

Their sustainability aim is to help reduce the costs and carbon emissions associated with waste and resource use within the NHS and wider healthcare settings, through embedding a sustainable culture and enabling sustainable practice.

NuGreen attended Carbon Literacy Training and the 'Taking my business forward' Innovation Workshop before submitting a successful application for the Student Placement Programme with Lancaster University. This programme linked students at Lancaster University with businesses who had ideas to research and evaluate specific parts of their business in order to lower their carbon output.

*"The team at the GEH and CAFs were very helpful from the get go, saving us time on recruitment for the project. We were delighted with Emily Adams, who was the intern hired for the research, and were so impressed with how much knowledge she condensed into the toolkit. The scope of the project was to develop a behavioural science framework designed to pinpoint interventions for sustainable change within healthcare. We had appreciated that this was potentially a rather large piece of work, but Emily successfully built a robust framework which we cannot wait to put into action and share all the cost and carbon savings that come along with it."*

The framework will be used as part of the NuGreen 4 Stage Approach to help make taking sustainable action as easy as possible. It will help empower healthcare workers to drive sustainable change at their sites.

### **SERVICES ACCESSED:**

- Carbon Literacy Training
- 'Taking my business forward' Innovation Workshop
- Student Placement with Lancaster University

*"We feel fortunate to have been given the opportunity and support through the Green Enterprise Hub and Lancaster University. The research undertaken will have a vital impact in reducing costs and carbon emissions for the NHS."*

**If you're looking for advice and support to save money, connect with your audience and make the world a better place for us all, book a helpdesk call through the W&F Green Enterprise Hub today.**