

Unifiedpost Group raised €20,000 for WWF

October 15, 2021

As an employer, we encountered quite some new challenges last year. Not only were people working from home due to COVID, Unifiedpost also doubled her staff to more than 1,300 FTE, so we welcomed (virtually) a lot of new people into our organization.

As we want to maximise the impact we have with Unifiedpost Group on our human capital and the social environment we live in, management decided to pose a challenge to all employees.

The aim was to motivate our employees to be active (to sport, to go outside ...) for improving their mental health, to do something good for the environment and the climate, and to unite the newly merged employees into "One Unifiedpost". What better way to link this to a united goal across all countries.

Our employees, who work in 30 different countries all over the world, completed the challenge together: to walk around the world once, the entire 40,000 km. We reached this goal in three months. Therefore Unifiedpost Group decided to donate € 20,000 to WWF.

Support WWF's mission for a better, greener and healthier world

Next to the social impact of Unifiedpost Group, it is also in our DNA - and core business - to care about the environment and its protection and preservation.

WWF focuses on conserving nature and reducing the most pressing threats to the diversity of life on Earth. This includes projects within climate (a zero-carbon world, freshwater, wildlife, forests, oceans) and supports sustainable food systems to feed humanity.

Attention for People and Planet, not only Profit.

Walk around the world

You could say that this was a very sporty goal and not everyone likes to do sports. But there was a wide range of activities available so there was something for everyone. Each participant could set an individual goal to motivate themselves in achieving this goal.

Whether jogging, meditating or mowing the lawn - with every meter ran or swam, with every second spent gardening, exercising or doing yoga, our employees collected money together for WWF and made their contribution to reaching the overall goal. The motto of the challenge was "Mens sana in corpore sano: take care of your physical and mental health".

Encouraging colleagues

In addition to the sporting challenges, it was also important for us that the fun was not neglected and that we could motivate each other as a team. For this reason, we used an app where we not only entered our (daily) progress but also could upload and share pictures: kayaking in Lithuania, golfing in Singapore, jogging on the beach in Estonia, bike riding in Belgium, hiking in Romania or gardening at home. Everyone networked with each other and got an insight into how we all were doing.

Get an impression of some of the activities that we did in the video below.

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