

Case Study

Mitsubishi Electric

Environmental Awareness Training – A bespoke response.



The challenge

Mitsubishi Electric is one of the world's leading names in the manufacture and sales of electrical and electronic products and systems used in a broad range of fields and applications. Their Scottish manufacturing facility in Livingston employs around 1,000 people and produces almost 300,000 air conditioning, heat pump, and domestic heating units every year.

The Group's corporate statement, "Changes for the Better," describes their goal and attitude to always strive to achieve "something better," as they change and grow. In line with this principle, Mitsubishi Electric approached Keep Scotland Beautiful (Keep Scotland Beautiful) to provide a bespoke training session with the aim of helping to increase their employee's overall environmental awareness.

While they felt that most of their staff had a good grasp of the environmental work they carried out as a company, they were keen to try and help them see the 'bigger picture' in terms of subject matters like the carbon cycle, sustainability, and climate change.

The overall aim was to help their staff gain a greater understanding of these subjects and to relate how their actions (at work and at home) could help to reduce their environmental impact.

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Our approach

From the point of engagement, Mitsubishi Electric had regular face to face meetings with Keep Scotland Beautiful to scope out and develop an appropriate response. Throughout the process Keep Scotland Beautiful worked closely with them to create a tailor-made training solution which could be delivered in a half-day session as per their brief.

The resultant training had its roots in Keep Scotland Beautiful's Carbon Literacy programme (which normally involves a day's worth of learning), focusing on climate change and engaging and involving staff in an organisation's low carbon journey. The relevant elements of this programme were adapted and through the channels of information delivery and interactive sessions, Mitsubishi Electric staff received a tailor-made training scheme ideally suited to their employees and nature of their business.

How we made a difference

Mitsubishi Electric have advised that a key reason for commissioning Keep Scotland Beautiful was that they knew that they would be working with experts in the field and that after the training their staff would be further motivated to better consider the environmental impact of their work and personal lives.

Evidence suggests that following on from the training session there has been an increased interest and enthusiasm amongst staff in relation to the environmental areas of their business. There has also been a greater employee "buy in" to many of the improvement projects that the company has undertaken, which has been directly attributed to an increased understanding of the subject.

Following on from this they plan to work with Keep Scotland Beautiful to develop and refine the training they have received and roll it out even further within their business.



"At all times we found the team from Keep Scotland Beautiful to be helpful and very flexible in developing a specific course to take into account the unique environmental detail of our company".

Richard Lowrie, Environmental Engineer

Please get in touch with us if you would like to find out more about our Environmental Awareness training. Tel: 01786 471333