

Case Study: **WHOLEGRAIN digital**

Wholegrain Digital was founded in 2007 by husband and wife, Tom and Vineeta Greenwood, with the aim of helping positive organisations to thrive online. They wanted to see whether they could create a truly sustainable business using design and tech for good.

Their customer-first approach led them to identify that WordPress was the perfect platform to meet clients' needs, so they specialised and became London's first WordPress agency. For over a decade, they have been using WordPress at scale for positive businesses, the public sector and charities.

What steps have you taken in your effort to tackling the climate emergency?

- [Incentivised](#) employees to switch to renewable energy at home. We now use 100% renewable energy at the office, and at home!
- We signed up for [Climate Perks](#) – A scheme in which employers provide extra holiday time for employees that take their holidays without flying.
- Vegetarian expense [policy](#) – Employee voted for only recouping business expenses on vegetarian food.
- No fly [policy](#) – “The cheapest, and most sustainable trip, is no trip”
- [Carbon Synching](#) – Conscious/calculated Carbon Capture investment
- Share learnings & create useful tools to help others – [Carbon Calculator](#)
- Low carbon web projects – Transforming design & development processes

What hurdles did you have to overcome?

“I was surprised by the low uptake of renewable energy and discussed it with the team.”

- The behavioural affects of decision making – The power of social norms & how benefits are perceived
- Carbon absorption from trees takes a period of years to reap the benefits & many reap the benefits before carbon absorption has taken place. So we created Carbon Synching, to align the benefit with the capture.
- The impact of a ‘no fly policy’ on distributed teams, international clients, expensive travel alternatives and the love of EasyJet lifestyles. We accept that life in the [climate emergency](#) cannot be the same.

READ MORE

Be Inspired

WHOLEGRAIN digital



**Business
Declares**