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FOSTER DENOVO PILOTS NEW INITIATIVE TO FURTHER EMBED SUSTAINABILITY ACROSS ITS BUSINESS

Foster Denovo Limited (www.fosterdenovo.com), the multi-award winning financial advisory business, has today announced it is piloting a new workplace sustainability programme, aimed at helping people discover how to work, think and live more sustainably, fast.

The move follows the [launch](#) of Foster Denovo's range of active and passive sustainable portfolios, as the firm continues to integrate sustainability across its entire business as well as in the services it provides to its clients.

It sees Foster Denovo partner with Sue Skeats to launch a pilot of Skeats's unique [100 Ways in 100 Days™](#) workplace programme. 100 Ways in 100 Days is a fun and engaging behaviour change e-learning programme, delivered via the workplace

It is based on psychology and neuroscience - and the theory of marginal gains (how many, many small things, multiplied over and over, can have significant impact).

But, rather than being doomy or preachy (to which people don't respond well), 100 Ways brings colleagues together through positive and colourful social interactions, one of the most effective techniques for changing habits.

The programme informs and educates employees through a series of entertaining, memorable and thought-provoking, bite-sized 'Ways' (lessons), all empowering them to make small changes and sustainability improvements in their everyday lives.

Each lesson is underpinned by evidence from highly credible, trusted and knowledgeable organisations, such as NGOs, academics, charities and other reputable sources – and each helps towards the UN's Sustainable Development Goals.

So far this has seen those included in the pilot come together for 'Wear Your Oldest Clothes to Work Day', raising awareness of the impacts of fast fashion, ditch Google for rival search engine Ecosia, which 'plants trees while you search the web', as well as compete for the opportunity to win a hamper of eco-goodies' by sharing their best sustainability tip.

Each 'Way' is presented in different and engaging formats, ranging from videos to games, quizzes to magazine articles, themed days to influencer demonstrations and much more – including a musical 'Bad Wrap Rap' about clingfilm!

Foster Denovo is currently running a condensed '20 Ways' pilot which is due to run until the end of August. The firm was chosen by Skeats to partner with her at this exciting launch phase of the programme for its commitment to an ongoing ESG agenda and the belief it would be a perfect collaborator to help road test and refine the broader 100 Ways programme.

Foster Denovo has successfully created and launched a number of digital educational learning tools and programmes. This includes most recently the [launch of its 'Financial Fitness Show'](#), an online Talk Show style programme designed to help companies engage and educate employees on all aspects of personal finance.



Helen Lovett, Chief Operating Officer at Foster Denovo commented: “Over the last few years we have been challenging ourselves on how we can ensure we are embedding sustainability across our entire business – asking how and where can we do better to ensure we’re contributing to the transition to a net-zero carbon world. We wanted to empower our people with the knowledge and awareness of what we can all do at an individual level, as well as at a corporate level.

“We were therefore instantly attracted to Sue’s proposition. She has a clear vision of what she wants to achieve; to help people live more sustainably and help make it second nature. She has created something that doesn’t nag or punish people, but brings them together and galvanises them to start making a sea change in their habits. This is a vision and belief that we wholeheartedly share so pioneering a move to partner with her on this pilot was a perfect opportunity.”

Sue Skeats, founder of 100 Ways in 100 Days™, commented: “When I approached Helen and the team with the idea of partnering with me on this pilot programme their enthusiasm was overwhelming. As a business they are clearly passionate about integrating sustainability, alongside the innovative solutions they are providing to their clients.

“The UN tells us we have less than 10 years left in which to mitigate catastrophic climate change. We are the last generation that can prevent irreparable damage to our planet, so we HAVE to come together to unite hearts and minds and drive action. And the simplest place to start putting that structure and discipline in place is via the workplace. By making sustainability fun and relevant for absolutely everyone, we can really start making a difference.”

ENDS

For further information, images and interviews, please contact:

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100 Ways in 100 Days

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About Foster Denovo

Foster Denovo Limited (www.fosterdenovo.com) is a multi-award winning national firm of financial advisers with nine offices across the UK. Its Partners provide specialist financial planning advice and wealth management to individuals and their families, as well as financial advice and guidance to businesses, employers and charities.

Advice for individual clients covers the full range of advisory areas, including financial planning, wealth management, retirement solutions, at retirement advice, estate planning, mortgages and protection.

Foster Denovo has 70+ financial advisers (Partners) who are supported by 150+ employees.



Foster Denovo Limited is part of the Foster Denovo Group Limited, which is authorised and regulated by the Financial Services Authority.

The Group also owns an investment management company, Sequel Investments Limited (www.sequelinvestments.com).

About 100 Ways in 100 Days™

100 Ways in 100 Days™ won a place recently on Deutsche Bank's prestigious We In Social Tech accelerator (part of its global Made for Good initiative) to help power its development. The initiative introduced 100 Ways to two eminent mentors: leading sustainability scientist Dr. Tianqi Li (who advises the EU and the Mayor of London) and Sanhita Athalye, Deutsche Bank financier and Climate Reality Leader (studying under Al Gore).

The 100 Ways advisory board also includes Lisa Hancox, head of communications for EQTEC, the global clean energy corporation.

Finally, 100 Ways also responds to the 'Industrial Strategy Challenge Fund's' clean growth challenges by instigating changes in the culture and sustainability habits of the workforce, across all sectors and sizes of companies.

A holding page for 100 Ways is at: www.100ways.eco. Those interested in finding out more can leave their details to be kept updated with news and developments.

