VivaGreen®

Case Study

Viva Green

Company & Country

Viva Green, Dublin, Ireland

Start Up/SME, Employees

SME with 16 Employees

Category of Industry

Environmentally Friendly Products

Website Address

https://vivagreengroup.com/about-us/

CSR Strategy

http://www.csrhub.ie/csr-case-studies/vivagreen-case-study-for-download.pdf

CLICK TO VIEW

CSR Ready
green, fair & competitive businesses

VivaGreen is a world leader in the research and development of biodegradable, chemical-free, plastic-free, and circular economy products and is committed to producing environmentally friendly products of the highest quality. VivaGreen is pioneer in sustainable practices and products that protect both the planet and its inhabitants. By formulating products from natural origins and sustainable sources they produce a wide range of Biodegradable, Plastic-Free and Chemical-Free products for gardening and landscaping (e.g., green stakes, lawncare, moss killer) and household (e.g., compostable bags, DE odour, fruit and veg bags, reusable lunch bags)

Benefits of CSR

CSR is at the core of what we do and stands for. By other businesses adopting CSR initiatives, we believe it will help drive demand for products such as ours.

'For us, as a business, CSR has been game-changing. It has helped us grow turnover by 100% in the last 2 years and +65% of turnover is exported. So our products are not only helping Ireland but helping the world. Increased turnover in markets across the world as consumers and businesses switch to more sustainable products and practices.

Our Tru Eco™ range offers a refill solution, which creates a circular economy product and closes the loop on plastic waste. By refilling, consumers reduce their environmental footprint, minimise plastic waste as well as lowering carbon emissions.

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Environment - minimising negative environmental impacts

We are committed to researching and developing innovative products made from renewable resources. Where possible these products are made locally allowing us to minimise our carbon footprint. Our mission is to develop products such that when they have served their function they will break down into natural by-products with no environmental impact.

Social Impact – interact with the local community, partners and organisations

Youth, Education and Research: VivaGreen is committed to educating a new generation to encourage the green movement, being actively involved in the local community and helping local projects drives this message. Research with customers, communities and environmental experts is vital to VivaGreen as this uncovers problem areas sparking the development of new, green solutions.

Enabling Green Impact: VivaGreen products are designed to allow individuals, companies and communities to substitute harmful products with environmentally friendly alternatives. Partnerships with local communities and local projects provide us with the opportunity to support causes that are making a positive impact. This support can include education, product samples and manpower.

Marketplace - interaction with the local community partners and organisations.

In our experience, customers expect companies to adopt a more responsible approach in how they operate. We do this by ethical and local sourcing and working with the local Marketplace. It has become a key element in our marketing strategy so we can maintain existing customers and attract new business. Through Ethical Sourcing VivaGreen products are made from ethically sourced ingredients that are from natural origins and sustainable sources. For future product development, we continue to keep watching and listening to what the market requires as more companies (and individuals) continue to adjust their thinking, purchasing and practices to be more considerate of the world around them.

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