Image retrieved from @homajob on Unsplash

Case Study

Copper8

Company & Country

Copper8, the Netherlands

Start Up/SME, Employees

SME with 15 employees

Category of Industry

Management consultancy, manufacturing & construction

Website Address

https://www.copper8.com/en/

CSR Strategy

https://www.copper8.com/en/approach/
https://www.bcorporation.net/en-us/find-a-b-corp/company/copper8

CSR Ready
green, fair & competitive businesses

Copper8 was founded in 2013 with a mission to make a sustainable impact in the manufacturing and construction industry. Copper8 states that realising ambitious sustainable projects requires a different way of working, a different way of collaborating and a new business model. With this understanding, they help organisations achieve ambitious sustainability projects within tight financial budgets. Copper8 initiate and facilitate connections between different partners in the value chain in order to work towards common interests and sustainability goals. The team believe that collaborating on the basis of trust is essential in a circular economy and thus their business model is based on trust rather than fear.

Benefits of CSR

- Copper8 is a market leader in ethical and sustainable consultancy practices.
- Through a constant review of the need and performance of their business, Copper8 ensures they are working as effectively and impactfully as possible.
- Through fair and transparent practices, Copper8 builds up trust with clients.
- Through their work-life balance policies, Cooper8 ensures that their workforce is happy and healthy.

Image retrieved from @cyton_photography on Unsplash

Our mission is to make a sustainable impact in the manufacturing and construction industry We measure our success in terms of the impact we have achieved rather than in terms of sales and people.

Copper8

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Sustainability

Sustainability is built into Copper8's business model. The company advises its clients on ambitious sustainability projects.

Fair Business Practices

Copper8 started their company with the aim of making themselves dispensable to their customers so that eventually they would not need their help anymore. Furthermore, they thought that if as a consultant you keep your customers depend on your knowledge, then you have a perverse incentive to spend as many hours as possible on each customer. At its inception, the founders of Copper8 decided that they would terminate the business after 7 years, with the aim of empowering the construction industry with sustainability practices and thus becoming obsolete. However, after 7 years it was clear to Copper8 that they were still very much needed. Copper8's mission has always been to understand that the transition to the circular economy is not just a technical problem, but it also requires a different way of working together and different economic principles. Copper8 believes that this transition needs systems thinkers like them, who can set entire value chains in motion.

Work-life-balance

Copper8 also hold work-life balance as the key to their business practices, and all employees work four days a week.

Disclaimer: All the information used comes from the Copper8 website (https://www.copper8.com/en/)

Co-funded by the Erasmus+ Programme of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein 2020-1-DE02-KA202-007503.

This resource is licensed under CC BY 4.0