

ORCUTT | WINSLOW



orcutt | winslow

GREENLIGHT GREENPAPER

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The Orcutt|Winslow Project Team translated the company's sustainability report into content for their website and social media channels to better communicate the positive impact they create in the community.

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Challenges & Opportunities

Orcutt|Winslow has published a Sustainability Report, but has not yet shared any of this information directly on their website nor their social media channels. With high priority architecture projects on their plate, the company did not have the resources to properly synthesize this information for their online channels. Orcutt|Winslow saw an opportunity to gain support from the GreenLight Solutions Project Team to help them tell their sustainability story online.

Recommended Solutions

The Project Team extracted the most relevant content from the Orcutt|Winslow Sustainability Report and adapted it as needed to be easily understood on the company's website and social media sites. They completed a storyboard and mapping exercise to visualize and synthesize the information, which was relayed to Orcutt | Winslow's marketing team and web developer for how the content might best be displayed on the website for readability. They relayed their progress with the Project Partner to clarify the project timeline and deliverables, and to ensure they were on the right path.

Project Benefits

BENEFITS TO PROJECT PARTNER

Creating transparency in Orcutt|Winslow's sustainability initiatives will help to increase engagement in sustainable projects, increase brand perception, and differentiate the company as a leader in sustainable design.

BENEFITS TO SOLUTIONEERS

The Project Team learned how to synthesize and organize large amounts of information to be conveyed in a website-friendly and social media-friendly manner.

BENEFITS TO THE COMMUNITY

As a result of having readily-accessible information regarding the sustainability impact of Orcutt|Winslow, the community benefits from understanding the specific ways which the company impacts the environment and society.