

A week of pop-up offices and more

18 July 2014.

Our second designated week to celebrate National Plants at Work Week was busy. efig and its members were busy spreading the word about the benefits of plants and why we should have them in our workplaces. There was so much crammed into one week.

Specific NPWW activities

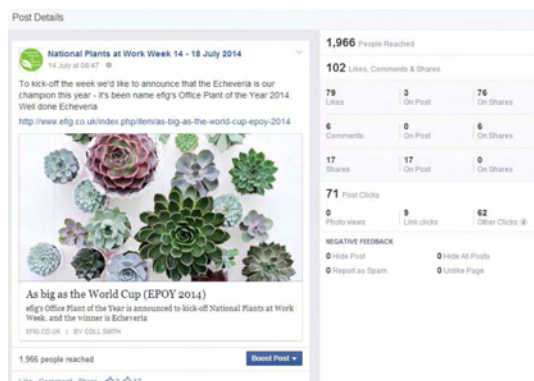
- 8 pop-up offices spreading the word about why it is important to have plants in the workplace
- 10 selfies at pop-up offices
- At least three members sent mailers to their clients or potential clients promoting the week and the benefits of plants
- About 42 certificates presented to Urban Planters' customers to reward recognition of the importance of plants at work
- Around 85 photos in the competition to see a plant in the most unusual place (run independently within Urban Planters and Indoor Garden Design)
- Launch of the new book Plants by Polly Brown



Social Media

Overall social media reached more than 100,000 people

- 2,000 people reached with one Facebook post



Facebook page statistics

- 13,000 reached by two Twitter posts

Ambius hospital blog

RTs reached 12303 Favourites reached 706



Office Plant of the Year – Echeveria - RTs reached 6873 Favourites reached 6873

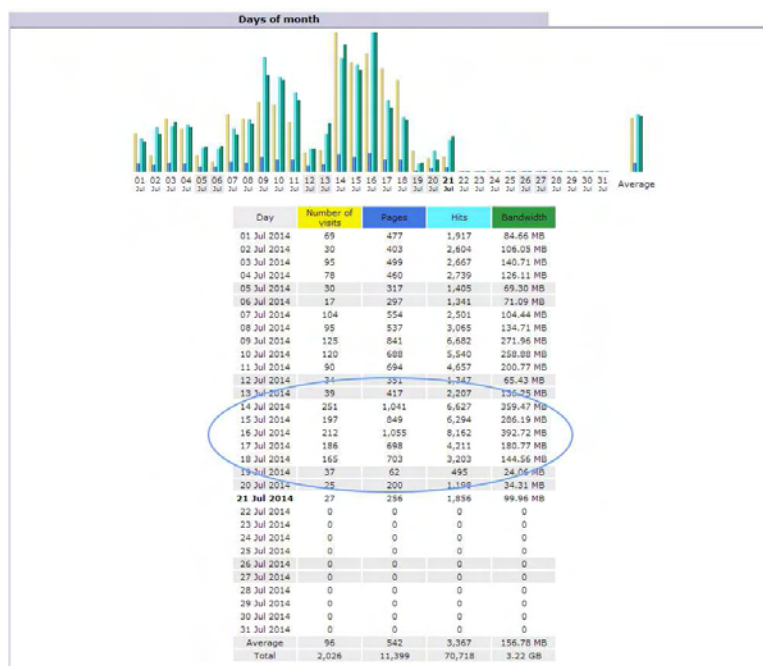
- 225 #plantsatworkweek Twitter posts
- 208 Tweets using #NPWW
- 11 Twitter posts to #nationalplantsatworkweek

Media coverage (NPWW and Office Plant of the Year)

- Five horticulture magazines covered efig's Office Plant of the Year, Echeveria story and NPWW – Pro Landscaper , Horticulture Week, i-Plants, The Florist, The City Planter
- Two FM magazines promoted National Plants at Work Week itself – Qube and i-FM

Web site

- 7 Gold Leaf Award winning designs by members were covered as case studies during the week
- 3 background stories to the top three plants in the race to become efig's Office Plant of the Year
- 1011 unique visitors to efig website during NPWW week
- 4,346 pages on efig website viewed
- 28,497 page hits



National Plants at Work Week (NPWW) got off to a great start on Monday with two pop-up offices in London and even a few selfies!



IGD's office

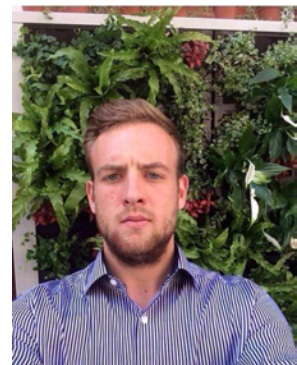
Indoor Garden Design set one up outside the Renaissance Hotel at St Pancras and Enterprise Plants office was at Harbour Exchange in Docklands. Enterprise Plants followed this with two more pop-up offices on the next two days at Associated Newspapers and outside Artillery Design. They also shared the Enterprise Hat of Knowledge passing on the knowledge about the benefits of plants in the workplace.



Day 1 in Docklands



Day 2 at Associated Newspapers



Day 3 Mitchel Dorman manning the stand and capturing a selfie





Enterprise Plants Hat of Knowledge

Also kicking off the week in West Sussex was a pop-up office by Pro Landscaper. Built in the courtyard outside their offices they attracted other businesses residing in the same area.



Local business visiting Pro Landscaper's pop-up office

On Wednesday Urban Planters showed up in the centre of Nottingham spreading the good word about #plantsatworkweek. Visitors took away plants and information after filling in the survey. Urban Planters also managed to get themselves caught on film by the credit union outside film crew.



By Thursday the work had spread to the south west and an Urban Planters' pop-up office appeared in Exeter. Despite being the hottest day, it attracted a lot of interaction from local businesses and others.



One teacher from Azerbaijan was taking back an infographic about the benefits of plants for here students. Now that is spreading the word!



Certificates galore

We think virtually every branch of Urban Planters has presented one or more of their clients with a certificate for recognising the benefits of plants in their workplaces. Good work.



Photo competition

Last year Indoor Garden Design initiated an in-house photo competition to find the plant in the most unusual place. This year they have continued this but we also encouraged other members to take part.



Urban Planters have shone at this! Urban Planters South West and North West have tweeted a steady stream of images capturing their adventurous plants. We are looking forward to learning which of their shots will win their in-house prize.



Email shots

At least three members that we know of – Green Team Interiors, Enterprise Plants and Indoor Garden Design - have sent out mail shots to their client databases to promote the concept of #plantsatworkweek and why it exists.

During National Plants at Work Week one member of Urban Planters down in the south west has been going all out to spread the word about plants.

We speaking of none other than Lisa Bailey Brown who took #lilyontour to mark the week. Lisa has been busy leaving a lovely Peace Lily plant tagged with suitable labels to spread the message about plant benefits.

Lisa has visited no end of landmarks in the South West including some less conventional ones like a tin mine and a model sit-on train at Coombe Mill. Another stop was at reception at Pirate FM where Lisa and Lily were invited onto the James Dundon show. Lisa spoke eloquently on air about why we should all have plants in our workplaces.



Lisa has also been busy rewarding clients with certificates for their support in recognising the importance of the benefits of plants and #plantsatworkweek. Lily did some networking at a meeting of #LeadingWomenUK and then appeared at Lisa's pop-up office in Exeter yesterday.

