

NPWW 2017 - Measuring the success

The fifth annual National Plants at Work Week is over. We are very grateful to [Nieuwkoop-Europe](#) who sponsored the week. Now, we'd like to share some results with everyone.

The Green Telephone Box

We started the week by setting up a temporary 'hot desk' in a red telephone box! As work is carried out everywhere and anywhere now we thought this was a good idea.



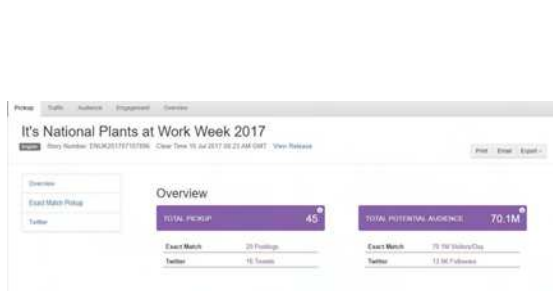
The release

efig Ambassador Ian Drummond very kindly decorated the telephone box and posed for the photographer.

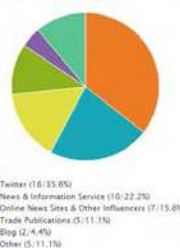
We sent [the release](#) about this green, hot-desk hub out at 9a.m. on Monday 10 July via PR Newswire so that it would reach the largest possible potential. We also forwarded it to the FM and HR media sector and to the horticultural sector.

We are pleased to show you some of the statistics from this.

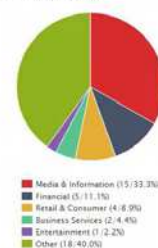
- It had a total pick up of 41 with 29 exact matches
- It's potential reach was 70,125,375 (last year 76,719,698)
- Including Yahoo! PR Newswire's news portal, several German distribution sites, Wallstreet online, other sites around the world including Canada, Mexico, India and Sweden
- Blog site in Sweden



Total Pickup by Source Type



Total Pickup by Industry



Independently, the release was circulated to the FM and horticultural press and was picked up by

- Premises and Facilities Management online
- Pro Landscaper
- Horticulture Week
- The Florist
- Planteria.eu

Webinars

We added a new video this year with 10 key facts about the benefits of plants in the workplace and many of the images showing Nieuwkoop's offices. If you missed it during the week, you can see it here.



National Plants at Work Week 10-14 July 2017 #PlantsatWorkWeek sponsored by @Nieuwkoop_GB

Favourite Office Plant 2017

Following tradition, we also announced this year's judges' choice of the Favourite Office Plant of the Year, the *Aspidistra elatior*.



The information about this on social media was one of the most viewed posts on Facebook and the website.

We followed the announcement with a more in-depth look at the two runners-up, the *Pilea* and the *Sedum morganianum*.


NPWW leaflets

We sent members a hundred copies of a leaflet dedicated to NPWW with plant benefits.



The need for plants in your working environment
Ten key facts

1. Bring nature inside so that we can connect with nature while we work (biophilia)
2. To refresh and clean the air we breathe - improving air quality in our work place
3. To keep us calm - plants help to reduce our stress levels
4. Because plants have a positive effect on our moods - they make us feel happier
5. Plants make us more productive (up to 38%) and more creative (up to 45%)
6. Plants help us concentrate (+23%)
7. Plants absorb noise especially in open plan offices
8. Plants can raise humidity levels to keep us more comfortable and reduce dust particles
9. Green walls buffer outside noises and insulate the building
10. Levels of wellbeing are increased by 15%

sponsored by  NIEUWKOOP
The Green Experts

#plantsatworkweek



efig www.efig.co.uk



Read [Part 2 here](#) and [Part 3 here](#).

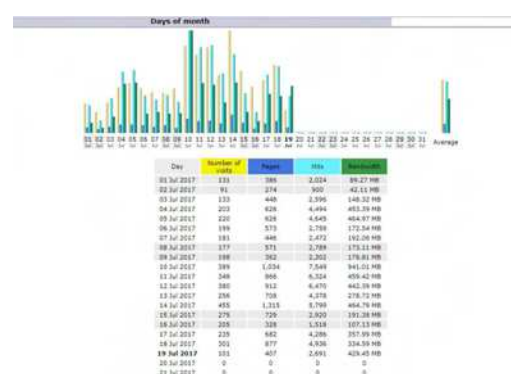
The website

Published on the website during National Plants at Work Week 2017

- A piece about decorating the green, hot-desking telephone box
- 19 case studies from members who received gold awards this year - that's more than double last years
- Announcement of this year's Favourite Office Plant - Aspidistra
- Background stories to the top three plants in the contest to find Favourite Office Plant 2016: Aspidistra, Pilea and Sedum morganianum
- Joanna's visit to her son's school to talk about plants

Website visitors

- We had 49,271 visits to the site over 11 days when most of the case studies were posted (30,520 from 10 - 14 July - 3,000+ more visits than last year)
- There have been 4,478 unique visitors to the site this month to date (that's 3 times more than last year)
- The news item about the green, mobile office had 243 hits
- the NPWW dedicated page on the website had 430 hits
- The post about the Aspidistra had 430 hits
- The post about Joanna's school visit received 262 hits
- Members' case studies received between 74 and 262 hits each



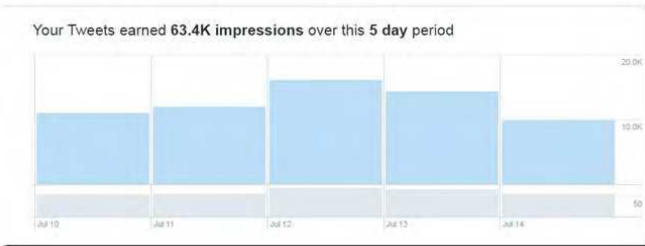
Social media

We reported the green, telephone hot-desk on Facebook, Twitter and LinkedIn as part of our on-going communications throughout the week.



Our social media campaign continued by promoting all the stories featured on the website and from members' and others' Tweets and postings on Facebook and LinkedIn.

We reached 63.4K people via our Twitter over the 5 days 10 - 14 July taking it up to 71.9K from 8 - 16 July. That is a huge increase on last year when we reached 38.6K over 7 days.



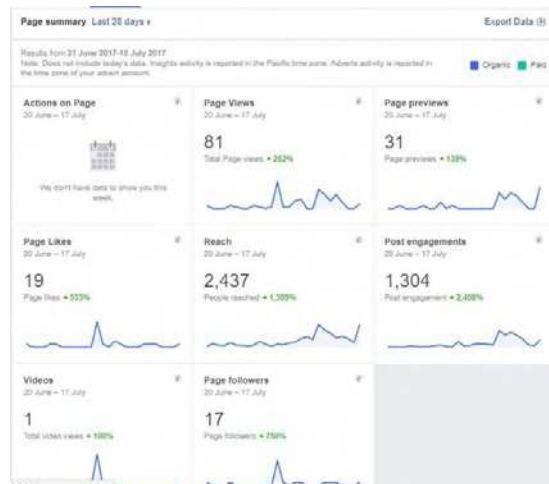
Top Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	@efig_UK Jul 11	Stay healthy, happy & more productive with indoor plants #PlantsatWorkWeek pic.twitter.com/k5DtaH/BFX		1,427	34	2.4%
	@efig_UK Jul 12	efig Awards - Case Study: Deloitte, Birmingham @MiteLandscapes efig.co.uk/index.php/news... #plantsatworkweek pic.twitter.com/Gx4nbvUJ		1,133	15	1.3%
	@efig_UK Jul 11	It's 2nd day of #PlantsatWorkWeek. We love plants, we are promoting their benefits in workplaces @Newkoop_GB is our kind sponsor pic.twitter.com/5z0qAHRes		1,058	61	5.8%
	@efig_UK Jul 11	Let's have a look at beautiful office of our sponsors @Newkoop_GB #PlantsatWorkWeek pic.twitter.com/5WvknPg30g		1,054	38	3.6%
	@efig_UK Jul 10	Nature Calling wherever you are #PlantsatWorkWeek efig.co.uk/index.php/news...pic.twitter.com/2m5WhtpJ		1,045	37	3.5%
	@efig_UK Jul 11	National Plants at Work Week 10-14 July 2017 #PlantsatWorkWeek sponsored by @Newkoop_GB youtu.be/SPWAZ9x8A7s via @YouTube		993	18	1.8%

Facebook

On Facebook we covered most of the NPWW posts on the dedicated page but sharing some on efig's own page too.

We reached 1,575 via the NPWW dedicated page throughout the week.



Over the week

Over the month 21/6 - 18/7

And 2,674 on efig's own page. That's over 4,000 in total and that's more than double our reach for NPWW last year.



75% response rate, 6-hour response time
Respond faster to turn on the badge

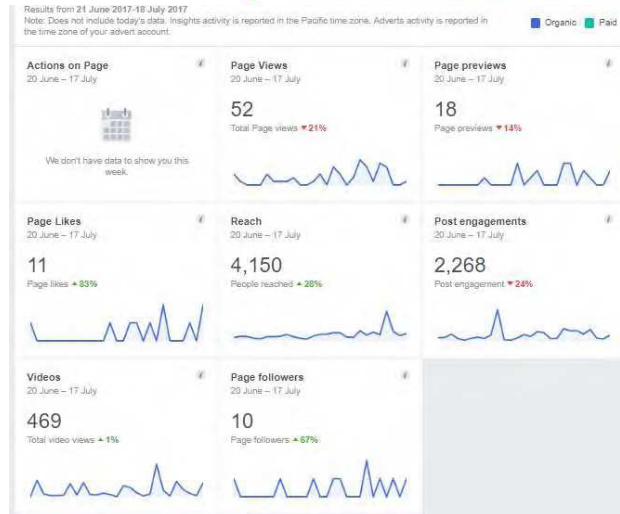
340 likes +3 this week
Alan Young and 10 other friends

324 follows

See Pages Feed
Posts from Pages that you've liked as your Page

2,674 post reach this week

efig's page over the week



efig's page over the month 21/6-18/7

The best performing post on the NPWW page was the post about plants cleaning the air

National Plants at Work Week 10 - 14 July 2017
Published by Coll Smith [?] · 14 July at 14:05 · 🌱

The hidden wonders of plants #plantsatworkweek



Clearing the air: the hidden wonders of indoor plants
It may come as a surprise but air pollution levels indoors are almost always higher than outside, even in busy city centres. Even more surprising is that indoor plants have the ability to mitigate high...
THECONVERSATION.COM

515 People Reached

20 Likes, Comments & Shares

15 Likes	3 On Post	12 On Shares
4 Comments	0 On Post	4 On Shares
1 Shares	1 On Post	0 On Shares

20 Post Clicks

0 Photo views	11 Link clicks	9 Other Clicks
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NEGATIVE FEEDBACK


0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

The best performing post on efig's FB page was about the Aspidistra

15 efig EFIG Ltd
Published by Coll Smith [?] · 10 July at 10:50 · 🌱

The Aspidistra elatior claims title of Favourite Office Plant of the Year



Aspidistra is in vogue
This year's Favourite Office Plant of the Year is the 'in vogue' Aspidistra.
EFIG.CO.UK

Get more likes, comments and shares
Boost this post for £4 to reach up to 3,800 people.

1,709 People Reached

16 Reactions, comments & shares

12 Like	4 On post	8 On shares
1 Love	0 On post	1 On shares
2 Comments	0 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

27 Post Clicks

1 Photo views	18 Link clicks	8 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

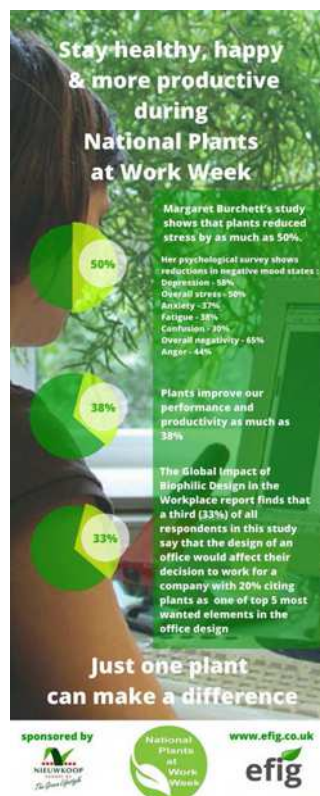
Reported stats may be delayed from what appears on posts

Things we loved most about this year's National Plants at Work Week:

- Obviously the green, hot-desk telephone box!



- Our new video on YouTube
- Our infographic



- Nieuwkoop's sponsorship and their great, green office photos



Joanna's school visit



- The plant giveaways by Plant Designs, Green Team Interiors, Ambius, Enterprise Plants and Urban Planters



Plant Designs ready



Ben at GTI preparing for the giveaways at their pop up stands throughout the week





They also organised a raffle for our Wimbledon themed Carousel display was such a success we created an additional smaller display for the runner up. Both winners were very happy with their prizes.



Ambius ready to go



Urban Planters ready for the week





Enterprise Plants

Many of those who received plants from Plant Designs tweeted using #plantsatworkweek and of course @PlantDesignsLdn adding to the Twitter traffic.



Plant designs Deskies



Enterprise Plants took a pop-up desk to County Hall and Moor House to promote the message of plants in the workplace by talking to staff at both locations.





They also had a live Venus Fly Trap (aka Richard Overall) on hand to answer questions!

Enterprise Plants technicians handed out NPWW leaflets and plants throughout the week asking the recipients to take selfies which EP then tweeted. Enterprise Plants also supplied extra plants and two mobile green walls and attended the London Tree and Woodland awards on the Tuesday evening.

Indoor Garden Design decorated the Telephone box and took the leaflets to the RHS London Urban Garden Show.



There were also a number of 'Greenies' throughout the week tweeted by efig members:



This is just a small sample of all the posts we received during the week. These are two montages of photos submitted by members on social media through the week - and even these don't show the magnitude of the efforts put in by members and others.





Finally, a big thank you to **Nieuwkoop** again for their sponsorship and to everyone who took part and made it such a successful week.

