

Case Study.

Dynamic workshops.
Italy/Central Europe.
Italian Food & Beverage.

Dynamic workshops align stakeholders on sustainability issues and strategy

Challenge

Many high-profile clients in the Italian food and beverage sector, including Skretting, Molini Pivetti, Doxal and Igino Mazzola, have come to the dss+ team with a wide range of objectives. Some want to increase internal engagement or build stronger relationships with customers, while others may be pursuing a new strategic positioning or a way to define communication strategies.

dss+ Approach

Through workshops that employ a dynamic method and interactive activities, dss+ consultants merge learning and group work to achieve the desired goal. This approach has been shown to engage attendees as well as draw out real-time feedback on new concepts and ideas.

Dynamic workshops are a friendly, involving way to create awareness about sustainability. These sessions have also been used to collect stimuli and sustainability proposals from employees through group ideation, train teams on sustainability issues and marketing strategies, and identify and agree upon clear strategies.



Assignment

Engage employees and stakeholders to align on issues, strategies and ideas.



Offering

Sustainability implementation and communication .



Impact

More than a dozen workshops have already been held, each with 20 to 30 participants.

Workshops have raised participants' awareness of sustainability issues affecting their companies, helped clarify strategic points, and aided in defining communication objectives and strategies.



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