

Case Study

How Green-Modular has discovered that taking its Corporate Social Responsibility seriously makes perfect business sense.

"It costs us just 11p a day to feed a child in Burundi.

The business benefits speak for themselves...

A school meal enables children to benefit from a much better start in life..."

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Feeding Children, Feeding Sales

Craig Riley, CEO of Green-Modular says, *"It's no exaggeration to say that every new contract we've secured has been helped along by our charitable partnership with GLO."*

Green Modular constructs bespoke modular and sustainable school classroom buildings. Through GLO, Green Modular sponsors school lunches for 700 primary school children in Gitega, Burundi, one of the world's very poorest nations. The benefits work both ways for the business and the children...

"The challenge we face in our marketplace is in building relationships with new clients from scratch. Our school feeding programme with GLO provides a distinctive which sets our products ahead of the competition. It speaks of trust and integrity. Our clients can see at a glance from our website that we are about more than just a simple profit motive. Teachers responsible for project managing a new classroom for example are usually inexperienced in managing building projects and may feel overwhelmed. They can relate to our shared interest in investing in children, teaching and learning, so this helps put them at ease with the process of developing a new classroom, whilst working with Green Modular."

"GLO has a strong communications team on the ground so we are able to work closely with them to build dynamic content and stories for our Green Modular website which resonate with teachers, pupils and parents alike. We've also developed KS1 and KS2 learning packs for schools so they can easily build a direct relationship with GLO, if they choose to do so. These resources provide added value to our clients, saving them time in lesson preparation."



TRANSFORMING
BURUNDI
& BEYOND
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