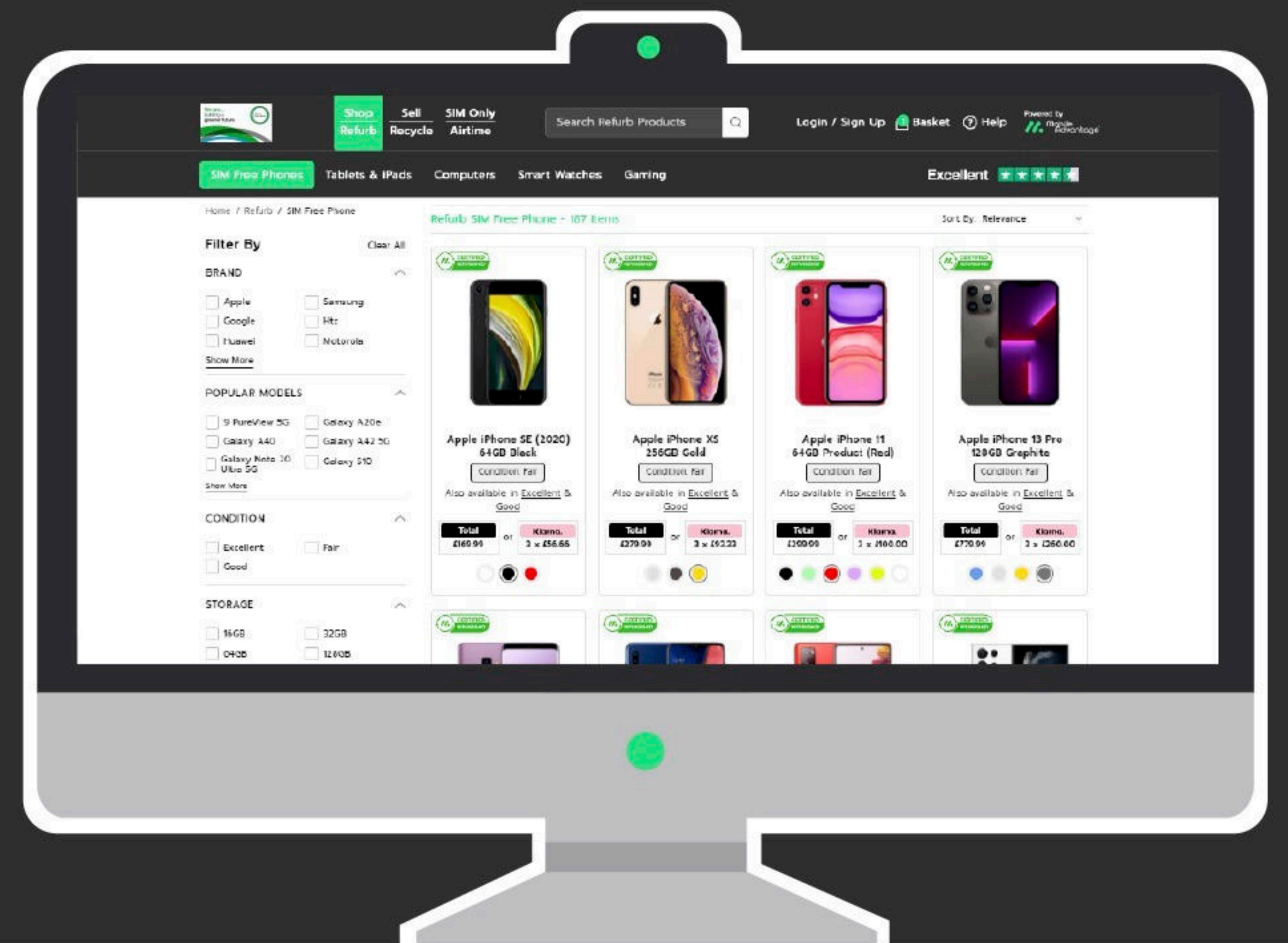




A SUSTAINABLE BENEFIT FOR ALL

The Client: Defra group

The Department for Environment, Food & Rural Affairs is responsible for improving & protecting the environment. The department aims to grow a green economy & sustain thriving rural communities. It also supports the UK's world-leading food, farming & fishing industries. Defra group employs over 33,000 people across 14 organisations.



MobileAdvantage - About Us

MobileAdvantage provides tech-focused employee benefits that focus on sustainability. Our innovative schemes allow employees to access great savings, make payments via their salary & trade-in unwanted tech for cash.

Promoting Sustainability...

Like most employers, Defra group is constantly looking at new ways of engaging its workforce, whilst supporting recruitment, recognition & the retention of talent.

Its employee benefits portfolio already boasted core benefits such as hybrid working, access to loans & the cycle-to-work scheme. Plus a wide range of retail discounts across leading retailers, via its STAR platform.

However, to further enhance its offer, Defra group was looking for sustainable benefits that would appeal to its own environmental values, support financial well-being & would be of interest to the entire workforce.

Not many benefits ticked all of these boxes, however, following a meeting at Employee Benefits Live at London Excel, it appeared MobileAdvantage could be the perfect solution!



It's a Win, Win...

The MobileAdvantage sustainable tech benefit was designed to make tech more affordable whilst tackling the growing issue of e-waste, which is a major issue in the UK.

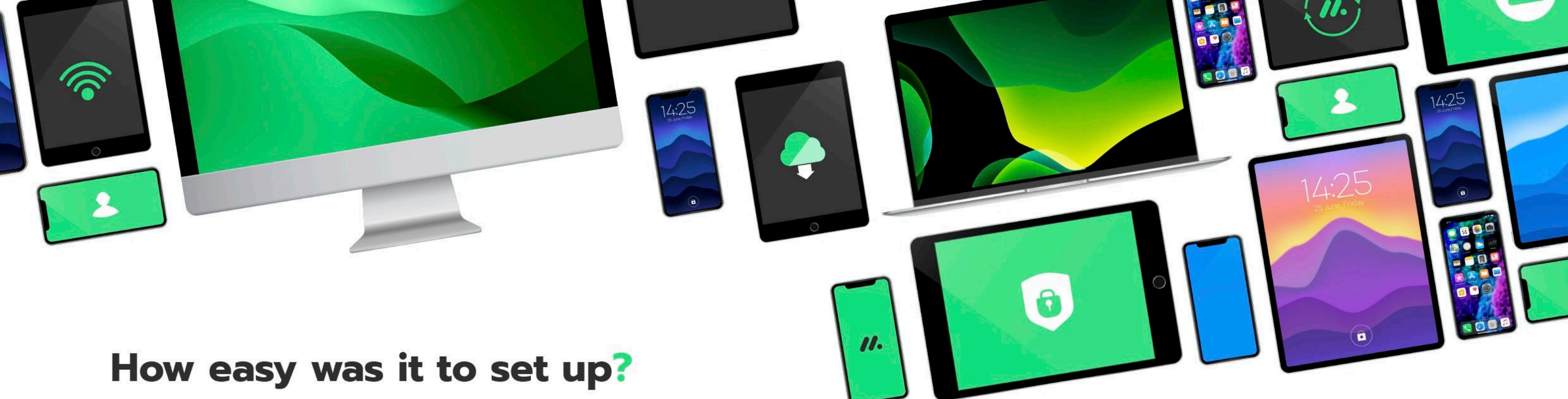
In addition to great savings, the platform allows Defra group to educate & encourage employees to buy sustainably, trade-in old tech & support the circular economy. This ultimately slows down brand-new production, that generates the bulk of the CO2 emissions in a device's lifecycle.

Employees benefit from:

- **Great Savings:** The platform offers a wide range of refurbished 2nd life devices in a range of conditions to support all budgets & requirements with savings of up to 60% versus buying new.
- **Quick Cash:** Trade-in old tech for cash via a trusted partner, helping to reduce e-waste, growing the circular economy & boosting financial well-being.
- **Improved Productivity:** Upgrading to the latest tech i.e. 5G supports hybrid working & connectivity.

From an employers perspective, Defra group is able to support e-waste prevention & environmental initiatives, whilst aggregating the impact of the benefit to help its meet its own CSR/ESR objectives.





How easy was it to set up?

Setting up the benefit was extremely straightforward. Following a project kick off meeting in June 2022, we were given a dedicated URL for our employees to access the platform & an employer dashboard to track the environmental data. We were also able to link from our existing benefit providers platform, which was an added bonus. Ultimately, we were up & running within a few weeks. What's more, it doesn't cost anything to set up the benefit, so it was a bit of a no brainer!

"We were delighted to meet MobileAdvantage as we wanted to ensure our employee benefits reflected our corporate role to promote sustainability & to protect the environment"

Defra group HR Team

"Just take a look and see how much money you could get for those phones lying in your drawer, if you change models relatively regularly you might be surprised..."

Defra group Employee

The Environmental Impact

We are delighted to have generated nearly £50,000 of employee savings, from employees buying refurbished devices, compared to buying the same model brand-new. We have also prevented over 1,500kg of CO2 emissions being produced & have recycled over 40kg of unwanted tech, which has gone back into the circular economy.

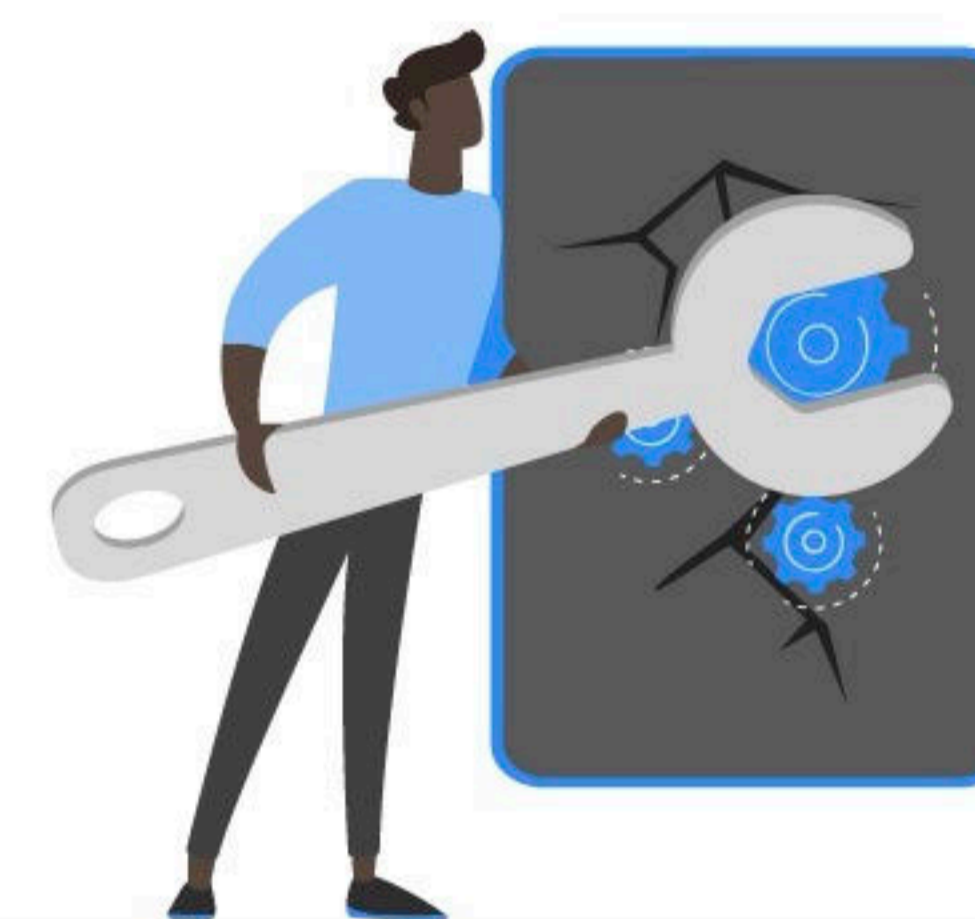
We have promoted the benefit through internal communications, benefit fairs & e-waste amnesty days, where MobileAdvantage has come on-site to data wipe & recycle employee devices on the day.

We are proud to be making a difference to the environment and our employee's pockets. This is particularly important in the current climate.

Employee Feedback

Feedback has been extremely positive, over 2000 of our employees are now registered for the benefit & more than 200 have already placed an order.

The great thing about the benefit, is that its applicable to all staff. Many of whom where not aware or confident to buy refurbished alternatives, or trade-in their old tech in the past.



What's Next

In addition to a number of events scheduled for this year, we are excited that MobileAdvantage is launching a device repair benefit. This will enable our employees to prolong the life of their devices at competitive prices, via a partner they can trust.

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**Let's work together
to help our planet!**

