

Planting trees for every placement



(more : trees)

About

Menlo Park is an award-winning recruitment consultancy, specialising in global healthcare recruitment.

The team work tirelessly across the primary care, social care, health tech and medical device sectors to place the very best candidates in the very best positions.

Motivation

Menlo Park has a glowing reputation to maintain, which is why the team constantly strives to improve processes for clients, candidates and employees alike.

But this time, they wanted to improve processes for the planet too - giving back to the community, environment and world as a whole.

To complement their efforts in reducing their carbon footprint, Menlo Park launched an initiative to plant trees for every successful placement - directly involving candidates and clients in their sustainability journey.

By using the (more:trees) platform, Menlo Park is planting trees across the globe - giving back to the planet, while giving back to their clients and candidates at the same time.

Integration

Trigger: Trees planted for every candidate placement

Volume: 1 tree for the candidate, 1 tree for the client

Method: Manual planting

Wider impact: Educating customers about the benefits of trees

Results



720 trees planted



216t future CO2 sequestration plus 10 UN SDGs



Outstanding feedback

“We have had tremendously positive feedback from everyone involved– they all think the idea is wonderful.

“To be able to benefit the planet while planting trees in the names of our clients and candidates is both easy and brilliant– (more:trees) has been the perfect fit.”