

ASM Pacific Technologies

ASM Pacific Technology is a global integrated solutions provider in the semiconductor and electronics industries. ASM was aware that encouraging staff to adopt resource efficient behaviours and sustainable habits was essential for meeting their sustainability goals. To achieve this, ASM partnered with Jump to launch a digital employee engagement programme called 'AWARE' in January 2020.



Sector:
Private



Location:
Weymouth



Staff:
500



Challenge:
Engagement

Impact so far

Over 41,700kg of CO2
emissions avoided



Over 24,500 positive
actions logged

410 homes powered
for a day



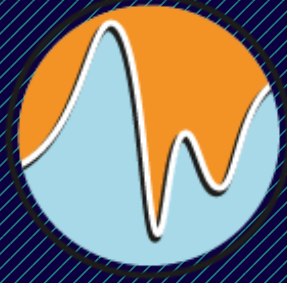
12,300kWh saved from
switching off

Recorded March 2022

What ASMPT say

"AWARE is a great new initiative and we're excited that so many of our employees are involved. We're rewarding people for taking a whole range of actions that will help reduce our environmental impact. As the first manufacturing organisation to join Jump, we're hoping to take the lead in delivering more sustainable outcomes across our organisation."

Kevin Combes - Health, Safety & Environmental Advisor at ASM Weymouth



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The challenge

ASM has a sustainability strategy that aims to build a sustainable future for its business, the community, and the environment. However, they knew a key challenge in achieving this was getting staff engaged in the strategy. Engaging employees is often easier said than done, so to overcome this challenge ASM partnered with Jump to produce a sustainability and wellness employee engagement programme.

The solution

In January 2020, we launched ASM's engagement programme called 'AWARE.' The programme focuses on areas of sustainability such as carbon and waste reduction, biodiversity, and sustainable travel and purchasing. It uses elements of gamification such as leader boards, teams, and prizes combined with frequent, tailored communications to ensure a high level of consistent engagement. As a result, after a year a third of ASM staff were using the programme and were engaging in sustainable behaviours at home as well as in the workplace.

As remote working increased during the Covid-19 Pandemic, ASM wanted to increase their focus on wellbeing. The bespoke nature of our programmes meant we were immediately able to tailor activities to suit the shift in focus. These activities included wellbeing while working from home, keeping connected with the team, and the key facts on the pandemic to reduce anxiety caused by misinformation. This allowed ASM to quickly address new threats to their workforce in one engaging virtual hub where they can track the activities' engagement rates on a day-to-day basis.