

A high-angle, top-down photograph of five diverse business professionals sitting around a large, light-colored wooden conference table. They are engaged in a collaborative meeting, with some looking at laptops, tablets, or smartphones. The setting appears to be a modern office or meeting room with large windows in the background, letting in natural light. The overall atmosphere is professional and collaborative.

Case Study
Partnering for Progress:
Melli UK's Sustainability Transformation with DEKRA and EcoVadis



Melli UK's sustainability journey began when **they were asked by a customer** to complete a sustainability assessment with EcoVadis

Background

Melli UK is a specialist in delivering world-class communication solutions primarily in the FMCG (Fast-Moving Consumer Goods) industry. Their dynamic creative culture and extensive expertise have made them trusted partners to some of the world's most recognisable brands including Royal Canin, Bayer, Muller, Twinings, Pepsi and Hartley's. They offer a range of services, from developing brand and product strategies to executing shopper marketing campaigns.

Melli UK's sustainability journey began when they were asked by a customer to complete a sustainability assessment with EcoVadis, a globally trusted provider of business sustainability ratings. This external request marked a pivotal moment, prompting Melli to take a deeper look at their environmental, social, and governance (ESG) performance. From the start, Melli was focused on making sustainability a key part of how they work—looking for ways to make an immediate impact while also building a solid plan for the future.

The Opportunity

The EcoVadis assessment became the foundation and framework for Melli UK's conscious commitment to sustainability. Initiated by a client and driven by a desire to lead the way with their customers, the assessment provided an independent and structured evaluation of Melli's environmental, social, and governance (ESG) performance—highlighting both strengths and areas for growth.

With support from DEKRA, Melli UK used the assessment to identify the most relevant ESG opportunities with potential to deliver the greatest business value. This led to internal training, the introduction of new stakeholder-aligned initiatives, and the development of a structured roadmap to guide long-term sustainability improvements.

The Solution

To enhance the quality and credibility of their EcoVadis submission, Melli UK partnered with DEKRA, an official EcoVadis Training Partner with 100 years of experience in business consulting and sustainability related services. With DEKRA's expert support, Melli were able to navigate the assessment process more confidently and efficiently, focusing on high-impact areas that could be addressed quickly.





Through this support, Melli could **confidently present their evidence to EcoVadis**

A Collaborative, Step-by-Step Approach

The collaboration between Melli UK and DEKRA followed a structured, people-focused process designed to help small business deliver successful EcoVadis submissions.

1. Discovery and Readiness

- DEKRA conducted initial sessions to understand Melli's current sustainability practices and existing documentation.
- A gap analysis was performed against EcoVadis criteria to identify strengths and areas requiring development.

2. Strategic Guidance

- DEKRA provided hands-on guidance to help Melli collate evidence, structure policies, and formalise procedures aligned with key ESG topics.
- Regular check-ins ensured Melli remained on track with documentation and submission timelines.

3. Employee Engagement

- Recognising that sustainability success starts from within, Melli developed a dynamic, employee-focused sustainability handbook with DEKRA's input. This living document:
 - Clearly communicated Melli's values and ESG commitments.
 - Provided employees with a roadmap to align daily tasks with broader sustainability goals.
 - Reinforced a sense of ownership and purpose across the organisation.

4. Training and Culture Building

- DEKRA supported Melli in delivering organisation-wide sustainability training, ensuring all employees—from leadership to delivery teams—understood:
 - What sustainability means in practice.
 - How their individual actions contribute to collective goals.
 - The long-term benefits of responsible business practices.

5. Submission Support and Review

- DEKRA reviewed Melli's final EcoVadis submission, providing feedback and suggestions to improve the scoring.
- Through this support, Melli could confidently present their evidence to EcoVadis.

This comprehensive and collaborative approach empowered Melli UK to view sustainability not just as a reporting exercise, but as a catalyst for internal alignment, innovation, and long-term value creation.



Melli UK was awarded the **EcoVadis Silver Medal**, a significant achievement that placed them within the **top 15% of companies** in their sector globally

Results and Benefits

Melli UK's sustainability journey, supported by DEKRA and the EcoVadis assessment, delivered tangible outcomes and long-term strategic value - enhancing internal culture, driving operational improvements, and opening new commercial opportunities.

A Recognised Commitment to Sustainability

Melli UK was awarded the EcoVadis Silver Medal, a significant achievement that placed them within the top 15% of companies in their sector globally. This recognition validated Melli's efforts while boosting their credibility with clients, partners, and employees alike - ultimately helping to generate new business opportunities and strengthen market positioning.

Internal Transformation and Engagement

- Beyond the medal, one of the most valuable outcomes was a stronger internal culture of sustainability:
 - Employees across departments gained a deeper understanding of their role in achieving ESG objectives.
 - The employee handbook became a reference point for embedding sustainability into daily decision-making.
 - Sustainability training fostered a shared sense of purpose and pride across the business, ultimately improving the company culture.

Strategic and Operational Improvements

- By identifying ESG priorities through the EcoVadis framework and DEKRA's guidance, Melli UK were able to:
 - Develop a sustainability roadmap with clear goals, KPIs, and timelines.
 - Introduce new internal measures that support social and environmental progress.
 - Align sustainability with client expectations, strengthening commercial relationships and future-proofing the business.

“DEKRA [...] helped us focus on the importance of [sustainability] to employees.”

These efforts contributed to a more engaged workforce and improved company culture, delivering benefits that extended across both people and operations. Melli UK is committed to continuous improvement, using the EcoVadis assessment as a trusted benchmark to track and elevate their sustainability performance year after year.



“DEKRA highlighted the areas we could make improvements to enhance our sustainability journey at Melli UK and helped us focus on the importance of this to employees.”

Mike Dickson
Director - Melli UK

DEKRA Sustainability Services Contact

At DEKRA, our Sustainability Services are designed to guide and support businesses in their journey towards a more sustainable and environmentally responsible future. Our comprehensive suite of services focuses on delivering tangible sustainability improvements, helping organisations to effectively manage their environmental impact, enhance their corporate social responsibility, and ensure compliance with global sustainability standards. Whether it's through carbon footprint analysis, sustainability reporting, or developing and implementing bespoke sustainability strategies, our expert team is committed to facilitating measurable and meaningful progress. We leverage our global expertise and local insights to deliver solutions that not only meet the immediate needs of our clients but also pave the way for long-term sustainable success.

We are a service unit of DEKRA SE, a global leader in safety since 1925 with over 49,000 employees in 60 countries and five continents. As a part of the world's leading expert organisation DEKRA, we are the global partner for a safe world. We have offices throughout North America, Europe, and Asia.

For more information visit
www.dekra-uk.co.uk

Contact