

Aalberts integrated piping systems celebrates the completion of their sustainability challenge, “red goes green”

with participation from around the globe, this initiative focused on sustainable practices that can be incorporated into every day life.

“red goes green” campaign

Sustainability is a global effort, and at Aalberts integrated piping systems, we’re leading the way by empowering our people to take meaningful action—together.

This year, we created a sustainability challenge to learn more about the incredible impact that our people are already making, and the results are inspiring. Our 2024 “red goes green” sustainability challenge was a 10-day, company-wide challenge to see how many sustainable practices can be completed within that timeframe.

At the conclusion of the challenge, a survey was sent to all employees to help collect information about which practices they participated or engaged in.

Our mission for a sustainable future does not end with this challenge. Small steps lead to a big impact, and together, we are building a greener future.

Sustainability isn’t just a goal—it’s our way **forward**.

a sustainable initiative with global reach

This campaign had participation from both of our regions, the Americas, and EMEA/APAC. Survey participants were from the United States, Canada, France, Germany, Hungary, the Middle East, the Netherlands, Sweden, the United Kingdom, China and Taiwan.





sustainability campaign results

For our sustainability campaign, "red goes green", we defined 23 specific action items that fell under 5 sustainable categories. At the end of our initiative, we sent out a survey for all employees to fill out to tell us more about the activities they participated in.

According to the survey data, some of the most popular included using a reusable coffee mug, turning off all the lights, using up leftover meals, monitoring the thermostat and utilizing mixed recycling.

recycling & waste:

- 31% of participants used a reusable coffee mug and/or water bottle
- 25% of participants used a mixed recycling bin
- 20% of participants avoided single use products (straws, bags, cups, etc.)
- 16% of participants used a compost bin
- 5% of participants participated in a clean up activity or litter picking

72%

of survey participants completed an action from the recycling & waste category

home living:

- 31% of participants turned off all lights when going to bed or leaving their home
- 26% of participants monitored their thermostat
- 22% of participants unplugged unused appliances
- 18% of participants planted a tree, small plant or garden

69%

of survey participants completed an action from the home living category

cooking & diet:

- 34% of participants used up all leftover meals
- 24% of participants bought produce from a local market or farmer's market
- 17% of participants grew their own vegetables and/or herbs
- 12% of participants tried a plant-based alternative
- 8% of participants cooked without animal products

66%

of survey participants completed an action from the cooking & diet category

consumer purchasing:

- 25% of participants found a "second hand" shop in their area
- 22% of participants researched eco-friendly products
- 18% of participants borrowed an item instead of purchasing it
- 17% of participants shared/swapped a product with a friend
- 12% of participants researched sustainable brands

60%

of survey participants completed an action from the consumer purchasing category

transportation:

- 43% walked/cycled short distances
- 17% of participants carpooled to a location
- 15% of participants used public transportation
- 10% of participants test drove an electric vehicle

48%

of survey participants completed an action from the transportation category