

CASE STUDY

CHH

CHH is a Birmingham-based provider of smart connectivity solutions. The business has been connecting people for more than three decades, manufacturing best-in-class wire and cable solutions. Its end-to-end value proposition ranges from design and engineering through to manufacturing, managed services and field support. The company has enjoyed rapid growth supporting sectors including telecommunications, altnets, electric vehicle charging, smart meters and nuclear.

The business recognised that it needed to engage with the sustainability agenda to remain competitive and future proof its operations. Key customers were starting to ask the company to demonstrate its ESG credentials and the leadership team was keen to improve its knowledge base and learn how to deliver growth whilst balancing the needs of people, profit and planet.

In 2022, CHH was at the dawn of a new era. It had changed ownership and undergone a major restructure. This presented an ideal time to challenge the status quo. The new owners were determined to build on the company's strong foundations and find ways of building resilience and exploiting new opportunities.

CHH had responded to supply chain pressures around sustainability by achieving ISO 14001 certification. Yet the leadership team wanted to take that to the next stage. It turned to Wylde Connections as its trusted partner on the journey, having worked with the MD and her team to provide strategic marcomms. CHH recognised that Wylde could provide the required expertise to help embed sustainable practices throughout the organisation and reap the benefits of committing to the triple bottom line.



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AT A GLANCE...

- Raised awareness about sustainability, its impact on the business and its future direction.
- Completed Sustainability Strategy Complete Suite.
- Developed a detailed Action Plan and Road Map to set priorities and ensure sustainability is embedded in the business growth strategy.
- Established leadership values and cultural alignment.
- Support with stakeholder engagement through a communications strategy to keep everyone informed of CHH's progress on its sustainability journey.
- Secured progress in the Sustainability Staircase to becoming an ethical and responsible business.

The Wylde journey

CHH already had strong values and a positive culture nurtured over 30 years. This stood it in good stead for embracing sustainability more fully and finding ways of having a positive impact on the world around it. The team acknowledged that it had a limited understanding of ESG and was eager to develop its knowledge base. When the consultants at Wylde Connections began working with CHH on delivering our Sustainability Strategy Full Programme there was real enthusiasm for what the collaboration could deliver.

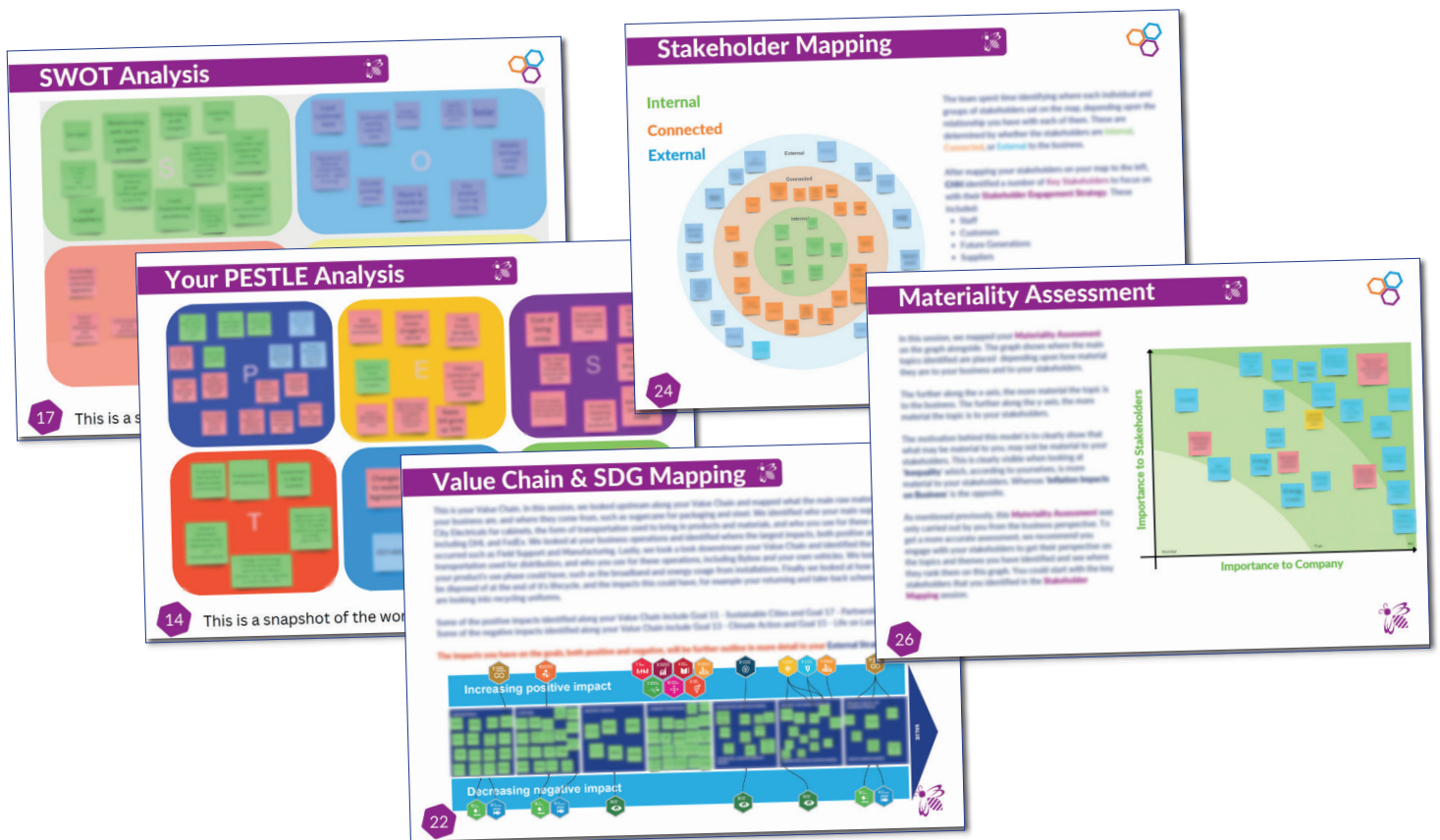
We began with our Deep Dive Day. The in-person session saw Wylde’s team of sustainability consultants delve into every aspect of the business, assessing key functions and starting to raise awareness of how CHH affects and is impacted by sustainability issues. This was followed up by a carefully curated programme of facilitated workshop-style sessions delivered over several months.

These sessions included leadership values profiling, conducting a **SWOT** and **PESTLE** analyses through a sustainability lens and **Value Chain** and **Stakeholder**

Mapping. We then went on to carry out a **Materiality Assessment** highlighting the issues most important to CHH and its stakeholders before presenting a **Gap Analysis** and key recommendations to inform CHH’s **Action Plan** and **Road Map**.

All this work culminated in the production of a comprehensive Internal Blueprint to outline the next steps on CHH’s journey and a professionally designed Sustainability Plan to keep stakeholders informed about the company’s sustainability credentials. The blueprint includes a detailed Action Plan and Road Map to help keep CHH focused on reducing its negative impacts and increasing its positive impacts.

CHH now has a robust strategy that is aligned to the UN’s Sustainable Development Goals. With the help of Wylde, the business is now in a position to set targets, measure and communicate progress.



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CHH's Mission:
"To drive the roll out of smart connectivity by providing full turn-key sustainable solutions."

The impact

The CHH team has wasted no time putting theory into practice and applying the lessons learned during the programme to its long-term business strategy. Its mission is: **"To drive the roll out of smart connectivity by providing full turn-key sustainable solutions."** The work with Wylde has laid the foundation and provided the knowledge and tools needed to meet that goal.

During its next stage of growth, CHH will focus on providing solutions that promote sustainable living and allow customers to reap the benefits of a circular business model.

The business is positioning itself as a key partner in driving sustainable urban development. Its comprehensive portfolio of solutions can facilitate the global shift to smart cities by providing the connectivity needed to decarbonise the built environment. CHH's new Networking, Cable & Connectivity Solutions division based in the Middle East will partner with international customers to help accelerate that transition.

At the same time, developing a robust sustainability strategy has helped CHH shift its strategy to one that supports the circular economy and helps combat waste by keeping resources in the value chain. The business has focused on its offer from a sustainability perspective and is promoting an end-to-end value proposition that supports circularity.

The business is designing new solutions that mean it can act as a one-stop-shop for smart connectivity, from design and engineering through to manufacturing, managed services and field support. CHH can improve the performance and extend the life of products through a range of services including retrofits, maintenance and repairs and reverse logistics. There are plans to further develop this work, using the principles covered in the Sustainability Strategy programme to make CHH a pioneer in supporting resource management.



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Future focus

Developing a robust sustainability strategy has focused minds within CHH to exploit innovation in developing new products and services that serve the triple bottom line. With full buy-in from the leadership team, the business will now spend the coming months setting ambitious targets and collaborating with its supply chain to meet its goals.

CHH's CEO Paul Turner says: *"Working with Wylde has helped me understand the concept of sustainability in a much wider sense. It made us think much more about the risks and opportunities facing us as a business and it now forms a key part of our growth strategy."*

He adds: *"We want to be a company that makes money through ethical, moral and responsible practices and the programme has brought that into sharp focus. Business must take the lead in sustainability – it is business that can affect the greatest changes needed in terms of emissions. It is business that will drive the innovation needed to come up with solutions to the multiple crises we face from climate breakdown, biodiversity loss, and global megaforges. Developing this strategy has made it clear to us that it's not just about being less bad. We can have a positive impact."*

For the first time CHH is including sustainability within its strategic goals for the next 12 months and is keen to set ambitious targets. Its next steps include establishing its baseline greenhouse gas emissions as part of its commitment to decarbonisation. Other goals include supporting biodiversity measures on its new site, starting to incorporate renewable energy through solar panels on the roof of its new building and developing sustainable solutions for customers by embracing servitization.

CHH is even considering adding a fifth core value about being an ethical and responsible business. The team is excited to drive the next phase of growth by helping all its stakeholders secure a more sustainable future.

With the right leadership and its bold decision-making, CHH has already demonstrated that business transformation is achievable. CHH has taken a highly strategic approach that is aligned with the values and principles of Environment, Social and Governance, and this is now reflected in the growth and development of the company.



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