

Philanthropic Approach Supports International Charity

CUB UK Ltd are delighted to have supported international charity, Tearfund resulting in huge savings on their utility bills.

As a family run business, CUB UK Ltd encourages a charitable and philanthropic approach within their organisation. With a dedicated Green Team they support a wide range of causes from local community projects to national charities.

Marketing Director Melinda Fairfax said 'We are passionate about corporate social responsibility. We need to care for the world we live in as well as our employees and our customers.

'So dedicated were our staff that we created the Green Team who proactively look for ways to help the community and charities. From fundraising to volunteering our team enjoy taking the initiative to look for new projects.

'Having established a working relationship with Trading for Good, we hope publicising all our CSR activities will help encourage others to do the same. As a team, fundraising and charitable work runs through our veins and is firmly rooted in our personal lives as well as our work lives'

As this philanthropic approach is a key part of CUB's philosophy, it's no surprise that working with charity clients and ensuring that energy contracts are sourced from renewable energy are a natural part of their business.

Tearfund work with some of the poorest and most vulnerable communities in the world by setting up savings and loan groups across Africa, helping people work their way out of poverty. As with all charities, Tearfund have a great responsibility to ensure they make every effort to keep operational costs as low as possible.

Melinda Fairfax concludes 'Working with any charity is an honour and Tearfund are no exception. We are conscious that every penny saved enables them to continue supporting the work they do.

'We sourced renewable energy contracts in line with the charity's ethos and are extremely pleased to have negotiated a 41% saving on their gas contract and an 8% saving on their electricity contract resulting in a total saving of £8500 over the contract period.

'The importance of sustainability and embracing corporate social responsibility continues to be vital to the CUB team. As a business we would recommend this approach. Organisations can only benefit from ensuring a robust CSR strategy is in place'

CUB UK Ltd is an Energy Consultancy Company based in March, Cambridgeshire. Founded 20 years ago they provide a range of energy services to B2B clients including water audit services, advice on renewables and smart metering. The CUB team can be contacted on 01354 606848 or at www.c-u-b.com