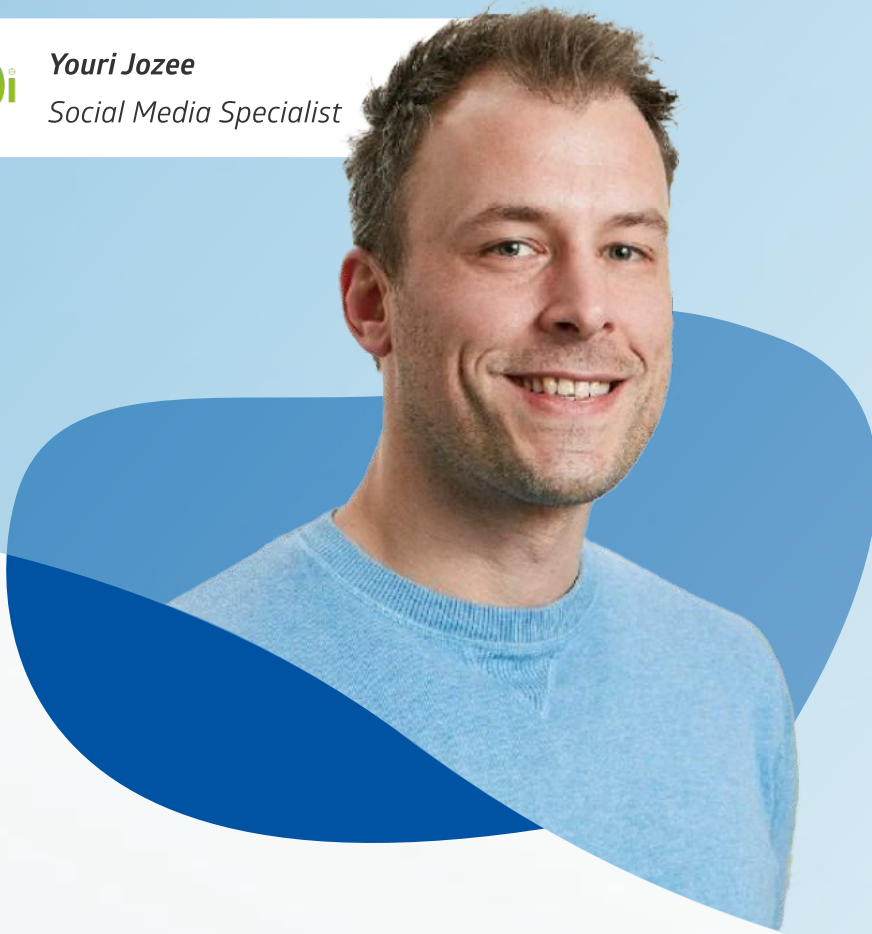




Yuri Jozee
Social Media Specialist



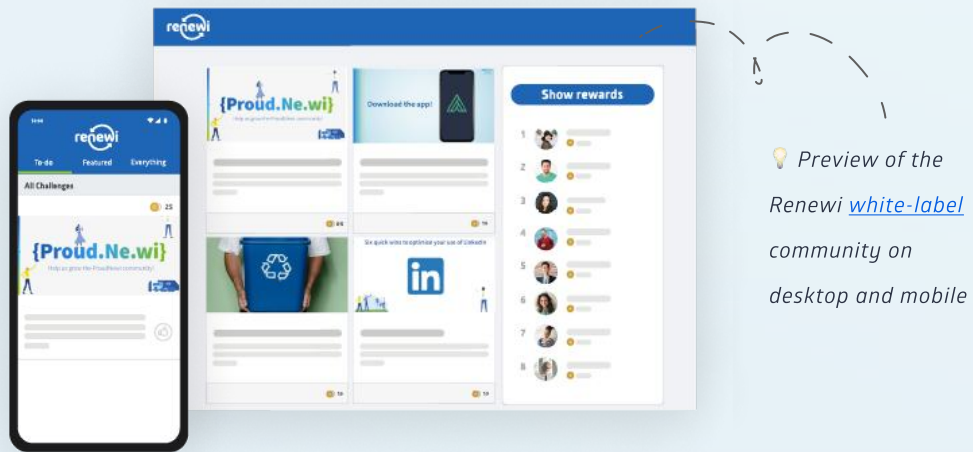
customer story

How Renewi scaled its ambassador program



Who is Renewi

[Renewi](#) is an international waste-to-product company that focuses on recycling and recovering valuable materials from waste, contributing to a more sustainable and circular economy. **Renewi is one of Europe's biggest sustainability leaders.**



Choosing the most complete advocacy software

After first launching a tentative advocacy program with another software, Renewi wanted to scale its program and access a larger feature set. For example, they wished to be able to natively share videos on social media without redirect links, have more detailed built-in reporting in the platform, and motivate ambassadors through gamification.

That's why they started comparing their current solution to other players in the industry. That's how they found out about Ambassify and eventually decided to switch.

On first launching an advocacy program

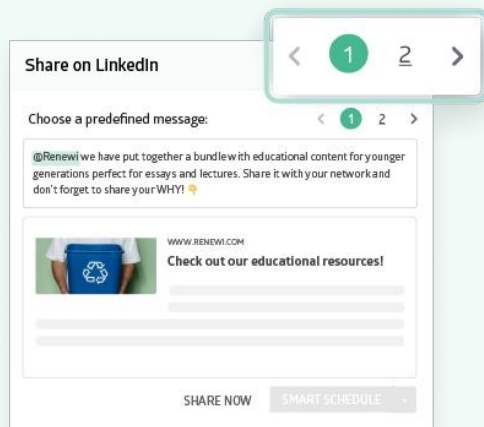
Renewi had been using social media for quite a while, and that slowly turned into a fundamental channel for brand promotion. They were and are active on several platforms, including LinkedIn, Facebook, and Instagram.

Yet, they also **wanted to leverage the power of their community**. They wanted to turn their employees into ambassadors, knowing that the employees are always the best people to advocate for a company. And that’s how they found Ambassify.

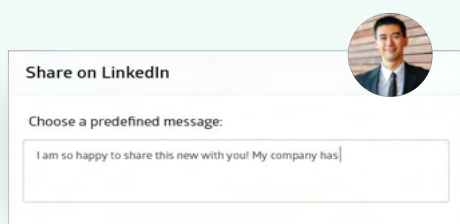
Setting up the community: creating a library to access and share inspiring content

In 2021 – when Renewi first launched their ambassador program – **Ambassify was meant to be a place where they could share their most inspiring content**. They wanted to have a platform where employees could find the most important news, marketing campaigns, and relevant content and be able to share each on their own social media profiles if they wanted to.

The ambassador program was named **ProudNewi**, and the community itself served as a library of Renewi’s most inspiring content. As an ambassador, you just have to click on a campaign to be able to see the content and share it on your social media directly:



Renewi usually offers a selection of pre-written texts and captions for each post. They wanted to make it easy for their employees to find shareable content and not have to spend too much time coming up with the right caption: not everyone is a good content writer, and not everyone knows how to write for social media, how to use it best and how to share content. So **this feature allowed them to solve all these issues and ease the struggle of content creation.**



Employees also have the option to personalize the message that accompanies each post. There are also some people who are on a different level and are more skilled with social media, and that’s why they want to give them the option to create authentic posts on their own, should they wish to.



Yuri Jozee, Social Media Specialist at Renewi: *“Letting employees share content from the platform on social media expanded the reach of our communication rapidly, and in quite a big way as well.”*

ProudNewi has also become the perfect place to enact their mantra of “create once, publish everywhere” (COPE): when you produce a lot of content, it becomes a shame if that content only gets published once. So that's why **they're often repurposing content** and Ambassify lets them do that in a very diverse way, so they can get the full value out of the content they are producing within the organization.

Scaling the program

Whenever someone within the Communication team wants to announce something and have employees re-share their content and engage with it, they create a campaign in Ambassify:



Yuri Jozee, Social Media Specialist at Renewi: *“We've also started experimenting with social selling on ProudNewi because **we really felt that Ambassify was a very powerful way of sending out all types of communication** that has to do with leveraging the power of social media in general.”*

To take the program to the next level, Renewi is now providing:


- **Training sessions.** Renewi organizes periodic training sessions, both for the ProudNewi community and program and for social media in general. They provide different kinds of workshops – for example, on social selling, how to work with ProudNewi, how to get the best out of the platform, etc. — each of them at a different frequency.

- **Tips & tricks campaigns.** These are meant to help employee ambassadors feel more confident on social media: they provide best practices about how to optimize their LinkedIn profile, enhance their presence, expand their network, use social media as a business platform, etc.

● 10

How to use LinkedIn more efficiently

Six quick wins to optimise your use of LinkedIn



Hi #ProudNewi,

Would you like to **learn how to use LinkedIn to improve your personal brand?** We've got your back!

Professionally, LinkedIn is the on line place to be. You can find the latest news from the market and **connect** with (new) customers, partners and colleagues. At the same time, you can easily provide them with Renewi news and other relevant market updates. And last but not least, an up-to-date and complete LinkedIn profile serves as a powerful on line showcase of what you bring to the table. In other words, **knowing how to use LinkedIn effectively offers a wealth of commercial benefits.**

We often get the question from the Proudnewi's how to go about this. To help you with that, we have put together an overview of **useful LinkedIn tips**, such as:

- how to optimize your profile so that you attract your network's attention;
- how to become more visible to new connections, such as customers or partners;
- how to ensure you never miss an interesting update again
- ...and much more.

Please download our document with tips that will help you get even more out of LinkedIn and build a commercially powerful online presence. Download below.

Good luck!

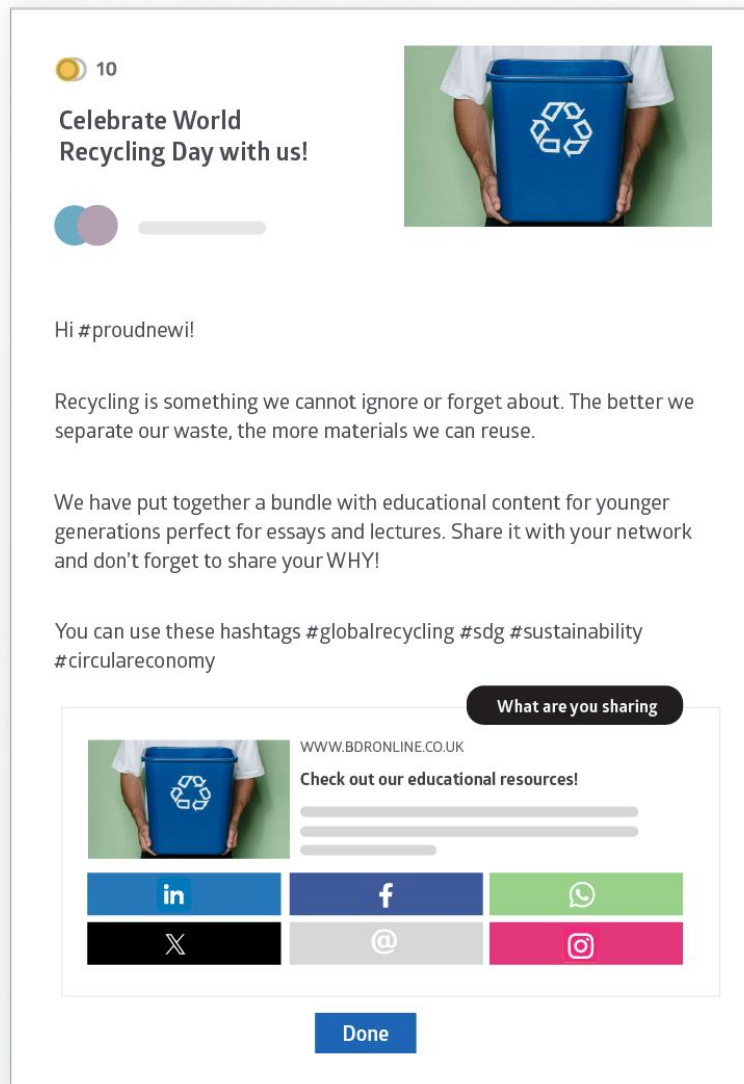
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Discover how other companies built trust with Ambassify

[Read More](#)

- Sustainability-related campaigns.** As a leading waste-to-product company, Renewi has also been focusing on sharing sustainability-related content with its ambassador community. The goal is to involve employees in the company’s sustainable involvement and, at the same time, generate some interest in stepping up their own sustainable involvement and habits.



- A reward system.** Two years in, they decided to offer rewards to their ambassadors. Members can gain points for completing campaigns and then exchange those points for rewards. As part of the reward system, Renewi offers gift cards as rewards, which have proven very popular among their ambassadors.



- **Referral campaign.** In order to get more employees to join the program, Renewi launched its first referral campaign at the end of 2023. They asked existing members to send an invite to colleagues who were not yet members of the community. **They got 200 new members in less than two days, and they currently have 540 active ambassadors.**

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Help us grow the ProudNewi community (and receive extra rewards)!

We need your help! We would like all Renewi colleagues to join ProudNewi and take advantage of the benefits it offers. And the more colleagues who join, the more Renewi news is shared on social media. This is good for our brand recognition and image. So it's a win-win for everyone!

Would you help by inviting colleagues, who are not yet a member? Spread the word, ambassadors!

Refer to us
Your referrals

First Name*

Last Name*

E-Mail*

Language

English

Nederlands

Français

Refer to us
Your referrals

First Name*

Last Name*

E-Mail*

Language

English

Nederlands

Français



Yuri Jozee, Social Media Specialist at Renewi: *“We expected that the members would go up by maybe 10, 20, maybe 30 people – but we generated over 200 new members in under two days. So, **this shows the power of the platform.** Needless to say, we were super happy with that result, and it shows what strength you can get out of your own community.”*

User experience: widespread enthusiasm & enhanced authenticity

The employees have shown real enthusiasm for the program as demonstrated by:



Increase in UGC. Employee ambassadors became more confident creating their own content on social media; in fact, they have seen an increase in user-generated content on all different platforms.



Higher level of personalization. Renewi has noticed that employees more and more often add authentic, personal captions to their posts, which, of course, improves diversity and enhances the quality of the content itself. As a result, they experienced more reach in their communication in general: in the last year, they have achieved over 1M in potential reach thanks to the platform.



Higher activation rate. They’ve also seen that ambassadorship and activity amongst the members have gone up in a very impressive way. People are sharing content more and more, and especially the more inspiring **campaigns get shared up to 70 times each.**



Higher engagement level on social media. As a consequence, they have seen the number of engagements on social media also go up significantly, which has resulted in a massive online increase in recent engagements and impressions.



Yuri Jozee, Social Media Specialist at Renewi: *“We often get to hear that our brand has become more authentic because of how many people are sharing our campaigns.”*

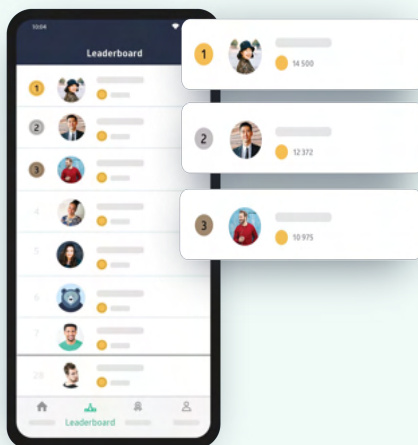


Closing of the knowledge gap. The variety of workshops has enriched the members’ knowledge of the platform and of social media in general. People are now more capable of leveraging the power of social media to build their own personal brand and to amplify Renewi’s image. They know how to use it, and they know how to use the most important features of Ambassify.

Motivating ambassadors: before and after gamification

Before introducing gamification to the community, Renewi wasn’t really doing anything specific to keep its ambassadors motivated and engaged.

The sole motivator was intrinsic, namely, the knowledge that they could easily find all the content they needed and/or wanted to share in one centralized library. Plus, the fact that content was not only easily accessible but could also quickly and efficiently be shared on social media with a few clicks. **They wanted to let people have the experience of being able to search and share content super fast and thus keep their social media accounts active and relevant and build their personal brand that way.**



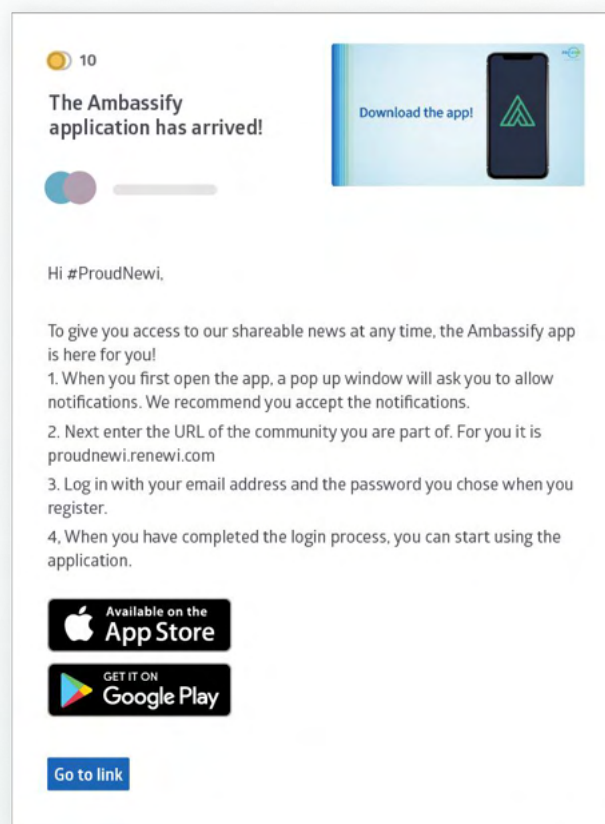
As part of the scaling, Renewi introduced gamification features and a reward system: this comprises a point system leaderboard and personalized rewards that can be claimed with the gained points.

Ever since they introduced the system, they have noticed a positive trend in the community: **the number of ambassadors has gone up, and so has the overall engagement in the community.**

Bringing the platform closer to the Ambassadors: MS Teams & mobile app

To encourage employees to always be active and up-to-date with the ProudNewi community, Renewi has also been offering and **actively promoting the use of the mobile app**.

With it, employees can activate push notifications to always know when new campaigns are released, and, of course, they can interact with them with a few taps.



In parallel, they've also made it possible to enter Ambassify directly from Microsoft Teams: **by adding the Ambassify app to their MS Teams environment, people can immediately access the community from the sidebar of their system.**

With everyone being busy with work, it's often hard to keep track of where ProudNewi is, and what is going on in there, which means that people would forget to log in and complete campaigns. But by having it implemented in the menu of Teams, which is the most widely used tool within the organization, they can bring it closer to their employees and make it part of their daily routine.