

Online Community Provides A Voice For Environmental Sector

Contributed by eDigital Research
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Online research specialist eDigitalResearch is helping an independent, business-led social enterprise to achieve its key objectives.

Envirolink Northwest was formed in 2000 to provide a voice for the environmental sector in the North West of England by increasing awareness of its activities, lending technical and business support, establishing forums for networking and linking buyers to suppliers.

It runs workshops, promotes environmental technologies via events and publications and lobbies local and central Government on pressing issues. Participating businesses range from advanced IT recycling facilities to skip hire firms.

In order to gain a better understanding of the sector and the issues it faces, Envirolink Northwest set up its own online community, EnvirOPINION, in June this year. Having gone through a statutory tender process, Envirolink Northwest selected eDigitalResearch on the basis of capability, credentials and cost.

EnvirOPINION is accessible to any organisation within the energy and environmental technologies and services (EETS) sector who register to participate. They receive regular email surveys and quick polls and can join online discussions on a wide range of environmental and business related topics.

Envirolink Northwest commit to only sending surveys that are relevant to recipients and their business, and to only inviting people to forums where they believe there will be a genuine interest in participating. Participants can also access only the discussion threads which they have registered to join.

eDigitalResearch is also setting up an area in the community from where contacts can email requests to set up discussion topics of their choice, and netchats are next on the list of things to do.

Market Researcher, Joanne Pilkington monitors the discussion topics and survey results and compiles a report which is frequently used as part of the lobbying process, and also fed back to relevant contacts. eDigitalResearch also moderates all discussion forums.

Joanne says

“We wanted a platform by which we could communicate with businesses in the sector and understand issues they’re facing so that we could become the voice of the sector. eDigitalResearch have been fantastic. They’ve provided us with an innovative solution – from setting up the community to running our surveys, plus providing us with valuable insight into various research techniques.” She continues “We recently carried out a survey on how satisfied customers are with our communications, and the results have been very positive. EnvirOPINION has influenced our business strategy and enabled us to communicate better with our sector.”

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About eDigitalResearch

For further information visit www.edigitalresearch.com

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