

## STEP 1.3 CASE STUDY

### Building internal capacities

A new family business in Palestine producing a variety of chocolate and confectionary products decided to implement a TEST project. At the start of the project, it already had an advanced company culture. For instance, an informal social corporate responsibility practice was in place, while the employees showed ownership of the company's performance and were strongly committed to the company's goal of continuous improvement. The owners of the company were keen to use the TEST project to train company staff members and to integrate RECP into company operations.

***»The company integrated RECP into its culture for continuous improvement, extending the skills and experience gained to the new production lines and premises... «***

After integrating RECP into its policy statement, the company established a very strong internal TEST Team. It was composed of the company owner and General Manager as the team leader, the Production Manager, and the Quality Manager. They were trained in the TEST approach by international trainers. As a follow up, they organized a set of trainings for all company staff that could influence resource efficiency in the production lines, storage, maintenance, utilities and company management.

Consequently all company staff was trained and involved in implementation of TEST in the company. The owner even introduced a financial premium for those employees who identified resource efficiency options. All this resulted in a set of more than 30 feasible RECP measures corresponding to total annual savings of € 92,370 on the costs of energy, water and raw materials. With an estimated investment of € 73,400, this resulted in an average payback period of less than one year.

The company integrated RECP into its culture for continuous improvement, extending the skills and experience gained to the new production lines and premises of their expansion project.