

An environmental family

An overview and development of SITA's online communications.



Client_

SITA

Project_

Online Communications

Case Study_

An environmental family, May 2009

Related Project Links_

[SITA UK – Online communications »](#)

Online Communications



“Open have always designed and developed the most effective sites that are as easy for us to manage as they are for our visitors to navigate.”

Rhiannon Williams - SITA UK

[Client_](#)

SITA

[Project_](#)

Online Communications

[Case Study_](#)

An environmental family, May 2009

[Related Project Links_](#)

[SITA UK – Online communications »](#)

Online Communications



Objective_

To deliver a coherent online communication strategy for an internal audience of 5,000 staff, 35,000 business customers and over 12 million residents.



SITA UK is a subsidiary of [SUEZ Environnement](#) and is the leading provider and at the forefront of the recycling and waste management industry in the UK. With 62,000 employees and more than 120 years of efforts to constantly improve the quality of life for all, SUEZ Environnement, a company present on the five continents, is exclusively dedicated to the environment business in which it has firmly secured its position as world leader.

In the UK market since 1988, SITA UK has 5,000 employees and in 2006 generated a turnover of £600 million. Over 12 million residents and more than 35,000 business customers benefit from this knowledge and experience in managing waste.

Exciting and dynamic, this industry is continually changing to meet increasing environmental challenges. SITA's web presence needs to be informative, authoritative and reassuring, with a variety of different types of information content being accessed by different groups of people.

The main SITA UK website was originally developed in 2004 and has attracted 273,762 visitors over the last 6 month period. It has undergone many content changes, the majority of the structure and content has, however, remained unchanged for a number of years. During this time, the use of the web and the expectations of users has changed significantly.

The requirement from Open was to deliver a coherent up-to-date online communication strategy, to design and develop a family of websites. These include SITA's main website, a rebranded education site Re:Think and the development and ongoing rollout of regional websites - such as SITA Cornwall and SITA Isle of Man.

Client_

SITA

Project_

Online Communications

Case Study_

An environmental family, May 2009

Related Project Links_

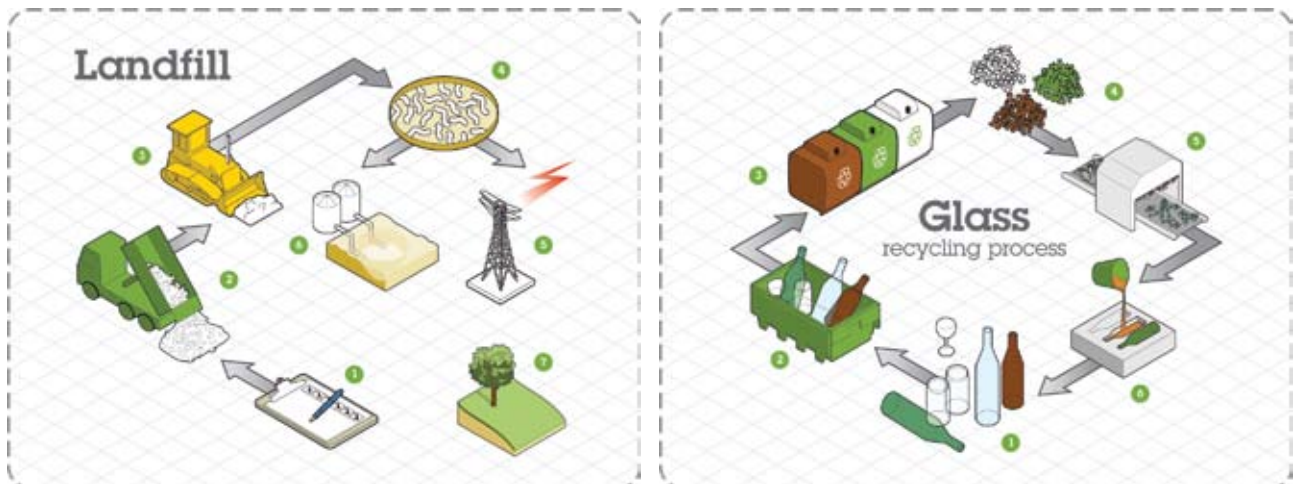
[SITA UK – Online communications »](#)

Online Communications



Approach_

Open combined both our creative and technical expertise to provide a complete digital communication solution for SITA.



At the outset we developed a consistent visual language in line with the new SUEZ brand across all sites - to include SITA UK, SITA Cornwall, SITA Isle of Man and SITA Education / Re:Think. In line with this rebrand Open also created Flash games, an interactive quiz, animated waste journeys and Flash banners to enhance the user experience.

The main SITA UK audience of the corporate site is already well established and the website content has many strengths and includes an enormous amount of useful information. There is a large and categorised press release archive, searchable location data, detailed waste management information and animated 'journeys', comprehensive graduate and career information.

To organise content to maximum effect, an understanding of user needs was combined with a clear set of business objectives. This enabled the hierarchy of messaging through structured information architecture to be aimed at achieving primary goals. Therefore, rather than looking to change the content of individual pages, we suggested a holistic, user centred, objectives focussed approach to achieve the best result. With such a wealth of great content, and with the recent upgrade to both the technology and visual design, including engaging content creation by Open we were in a perfect position and able to achieve a highly effective solution.

The regional sites SITA Cornwall ([link](#)) and SITA Isle of Man ([link](#)) were redesigned and developed as a second phase; and now bring all sites on brand and implementing the same technology platform. SITA Cornwall also had a particular requirement for the creation of interactive data display of daily emissions charts.

The Re:Think identity was developed as the new education brand for SITA. Alongside the branding development, Open also created the education micro-site. The aim is to engage and educate older children, their parents with learning resources and activities based around the theme of 'Reduce, Reuse and Recycle'. SITA UK's Green Team - Josh, Suzie, Ali and Milly - are animated characters that introduce children to the waste journeys of materials such as paper, glass, aluminium and plastic, and show how technologies like energy-from-waste, composting and landfill dispose of our rubbish.

The interactive site also contains free downloadable packs for teachers working with children at Key Stages Two, Three and Four of the National Curriculum. The packs include lesson plans, teacher's guides, information posters, magazines and activity sheets.

Client_

SITA

Project_

Online Communications

Case Study_

An environmental family, May 2009

Related Project Links_

[SITA UK – Online communications »](#)

Online Communications



Solution_

The development and creation of a family of websites that adhere to the latest usability, accessibility and search engine optimisation (SEO) best practice.



Open recommended the new UK websites and education micro-site were built using [Plone](#). This mature, powerful, and extensible technology is perfect for web sites or intranets, Plone offers user friendly content management, security and permissions, integration with Google, RSS and superior security without sacrificing extensibility or ease of use.

The sites will be verifiably industry standards compliant, and use separate layers for presentation, style, and enhancements. This will ensure that we give the best possible experience to all visitors.

Information architecture that channels different visitor types to the information they need with ease, combined with the creation of new and engaging content Open delivered a complete strategy, design and technical solution to SITA across all their online activities.

Design & Development:

- CMS websites
- SITA UK
- Re:Think (SITA Education)
- SITA Cornwall
- SITA Isle of Man

Interactive content:

- Waste journeys animations
- The 'Green Team' Flash Game
- Postcode look up system
- Dynamic data charts
- Animated Flash banners
- HTML email news subscription
- RSS feed
- News ticker
- The 'eco-friendly' widget
- Teachers download packs

Client_

SITA

Project_

Online Communications

Case Study_

An environmental family, May 2009

Related Project Links_

[SITA UK – Online communications »](#)

Online Communications



Results_

Successful launch of all websites and delivery of a cohesive digital strategy.



Successful launch of all websites and delivery of a cohesive digital strategy.

Ongoing statistical and content analysis with further consultation to gather user feedback to help develop clear marketing and business objectives.

Visit the websites_

www.sita.co.uk »

www.sita.co.im »

rethink.sita.co.uk »

Related links_

[SITA UK launches new education website](#)

[Pupils visit the world of waste](#)

Client_

SITA

Project_

Online Communications

Case Study_

An environmental family, May 2009

Related Project Links_

[SITA UK – Online communications](#) »



Contact us

For any further information on how Open can help you, please contact:

Al Kennedy
+44 (0)117 300 5200
al.kennedy@open-comms.com
www.open-comms.com

Open Communication Design Limited
Unit 1.8 Paintworks Bath Road Bristol BS4 3EH