

ALTOUR

AN IMMERSIVE TEAM BUILDING EXPERIENCE WITH A

Sustainable Heartbeat

TYPE OF EVENT: **TEAM BUILDING**

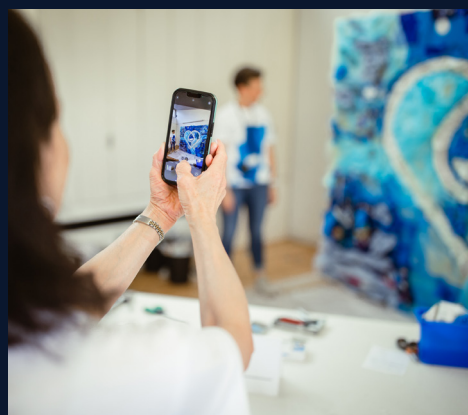
INDUSTRY: **COSMETICS**

NUMBER OF ATTENDEES: **30 PEOPLE**

LOCATION: **LONDON**

A brand known for its dedication to both skincare and environmental conservation, decided to bring a unique twist to their team building event this year. Rather than opting for the traditional, we hosted the innovative experience at Whitechapel Gallery where the team gathered to create a blue brand-inspired heart made entirely from recycled ocean waste. More than just a creative endeavor, this event aimed to convey the importance of sustainability in the client's work culture, to communicate that protecting the environment is a collective responsibility and this event would serve as a powerful reminder.





UNVEILING THE HEART OF SUSTAINABILITY

The challenge for attendees was simple yet profound: create a blue brand-inspired heart from recycled ocean water. This challenge fostered creativity and collaboration among 30 team members, encouraging them to explore unconventional approaches to problem-solving.

CRAFTING WITH PURPOSE

During the event, the team was given a unique opportunity for a deeper understanding of the significance of sustainability. A specialist sustainable team shared insights about the origins of the waste collected and how the brand's involvement was making a positive impact on the environment. This exercise provided a tangible connection that wasn't just about creating art; it was about raising awareness and driving long-term change.

CREATIVITY AND CONSERVATION

This event demonstrated that creativity and conservation can go hand in hand. The client's team had the opportunity to channel their artistic talents and combine them with their commitment to the environment, resulting in a masterpiece that spoke volumes about the brand's values.

INSPIRING CHANGE THROUGH INNOVATION

This immersive team building event was about nurturing team bonds and instilling an eco-conscious mindset among its team members – emphasizing that a united front is needed to drive change. It showcased the potential for brands to be pioneers of change inspiring both their teams and consumers to embrace sustainability through the power of innovation.

AN EVENT WITH A DEEPER PURPOSE

Events such as these truly demonstrate that team building can go beyond trust falls and icebreakers; if you let it, it could become a platform to inspire and educate. It proves that brands can align their values with their team's values, fostering a shared sense of responsibility. We were honored to bring to life what was more than just an event but a catalyst for positive change, reminding us that sustainability starts in the heart. It's safe to say it left a lasting impression on the team and can do the same for organizations seeking to combine team building with a purpose-driven mission.

