

# FORWARD CASE STUDY: INTERFACEFLOR

## Facilitating InterfaceFLOR's Next Mission Zero 2020 Strategies

InterfaceFLOR has been a leader in environmental business practices since the mid-1990s. The vision of environmental stewardship from chairman Ray Anderson has translated across their global operations of carpet tile manufacturing.



Their target: Mission Zero 2020, the goal of having no negative environmental impacts by the year 2020. Having all 4000 employees generate solutions towards meeting this goal is an ongoing process-- one that is especially challenging in the diverse Asian marketplace. Forward worked side-by-side with InterfaceFLOR's Asia leadership team to brainstorm new people-centric initiatives.

*"...[Forward] helped us run a program designed to better understand our company journey towards our goal of Mission Zero 2020, and in particular the contribution our Asian business needs to make. They brought fresh ideas, insight, and experience to the session which helped us clarify our thinking. If you are thinking of engaging a facilitator for a similar session, they're the people to call."*

- Nigel Signal, Sustainability Manager, InterfaceFLOR

### Situation

InterfaceFLOR have long been leaders in their manufacturing process of carpet tiles, as well as their marketing approach. Taking sustainability best practice to heart, they've innovated all areas of their business and outlined ambitious objectives to eliminate environmental impacts. To help meet these objectives, they actively involve employees at all levels and in all departments: from production and factory staff, to marketing and sales, and at all levels of management.

### Challenge

Progress had been undeniable, but there was still a long way to go to reach Mission Zero. Management keenly sought insight and new ideas to innovate from all corners. How to continually keep their staff engaged with sustainability goals? What ideas can be generated from employees? How can other stakeholders, like suppliers and local community groups, also play a part?



### Solution

Facilitating the "People" section of a tripartite workshop, Forward worked with Interface Asia-Pacific teams to explore and document a raft of initiatives. We also looked into community engagement opportunities at Interface locations around the region. Appreciative Inquiry methods were used to define company successes, strengths, and how they could be extended to reach the next level. In each of the sessions, we encouraged staff to identify with the company's ambitious goals and development path. We explored strategy, tactics, and helped the team prioritize what might have maximum impact.

### Evaluation

With Forward's help, ideas generated by the team were immediately put forth to key management present at the workshop for further development, funding, and implementation discussions. Subsequently, a final list of actions has been honed and put forward at budget meetings for execution in the forthcoming year.

[www.interfaceglobal.com](http://www.interfaceglobal.com)

**Client:** InterfaceFLOR

**Project:** Mission Zero 2020 Workshop

**Service:** Strategy, facilitation

**Industry/Sector:** Building and Construction (supplier)

**Challenge:** Generate new, people-centric solutions to environmental challenges

**Results:** Facilitating sessions closely with key APAC leadership, we helped distill:

- Common understanding and definition of Mission Zero 2020 goals
- Identification of internal and external stakeholders tied to environmental objectives
- New ideas on educating, motivating, and involving these stakeholders
- Exploring new strategies and tactics using Appreciative Inquiry
- Summarizing and presenting findings back to group and management

**For more information, visit:**

InterfaceFLOR  
[www.interfaceflor.com](http://www.interfaceflor.com)

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