

## Brand refresh coincides with 10th anniversary

3 years ago



FM service provider [14forty](#), part of Compass Group UK & Ireland, has relaunched its brand as the business moves into its second decade of operating. The company has coupled this with formalising its ethos and vision, setting itself strong and measurable targets.

Designed to centre around championing the company's partners, people and the planet, this embodies a set of distinct core values that frame the way the company will do business.

Represented by the acronym FIRST - these include being forward-looking, demonstrating integrity and respect, delivering exceptional service and leveraging the latest technology and innovation. Through these values, the company said it will be ready to embrace the challenges in the market for the next decade.

It has set six impactful and measurable milestones to bring its ethos to life and commemorate its anniversary:

1. Achieving 50% gender representation by 2025 across all levels of the company;
2. Delivering net zero in FM services by 2030, beginning with establishing the baseline in its own offices in 2023 to create a roadmap for reduction.
3. Implementing a frontline focus programme where senior operational leaders spend a day each quarter working in frontline service delivery for clients;
4. Committing to career learning assessments within six months of joining for 100% of its people, with annual updates during performance reviews;
5. Partnering with the Woodland Trust conservation charity and committing to protect 67 hectares of its estate for a year;

6. Launching the company's Planet-First Awards in 2024 to celebrate the best in innovation, impact, collaboration and individual sustainability champion.

Managing director Mauro Ortelli said: *"Whilst reflecting on our business and achievements over the last decade, we wanted to update and refresh our approach and positioning, so our business is ready for the next decade of our journey."*

*"The world is a very different place now, with new challenges, technologies and excitingly opportunities. We know that it is our people that make a real difference to our clients, and that we have a commitment to our wider community to prioritise our impact on the planet."*

*"Our focus on partners, people and the planet, alongside our commitments, are a personal guarantee of what we will deliver for our employees, the world and current and future clients."*

*"I'm proud to lead the company into its second decade of business and continuing to make a difference in the FM industry."*