

## SUCCESS STORY

**BOND  
BETER  
LEEF** VOOR DE  
TOEHOMST  
**MILIEU**

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## BBL IS ACCELERATING RELATIONSHIP GROWTH TO SPUR POSITIVE ENVIRONMENTAL IMPACTS

Bond Beter Leefmilieu (BBL), a social profit association, works together with organizations, citizens, governments and businesses to make the transition to a sustainable society.

Climate change, loss of biodiversity and unhealthy environment quality are today’s major ecological challenges. BBL strives to ameliorate these ecological impediments by honing in on five crucial themes requiring change: energy, mobility, circular economy, food and spatial planning.

In order to tackle such a feat, BBL unites and represents nature and environmental associations such as Greenpeace, WWF and Natuurpunt – Belgian’s largest nature conservation organization, to stimulate the transition. With the purpose of fulfilling this vision, BBL encompasses 140 organizations and the constituency of over 200,000 members.



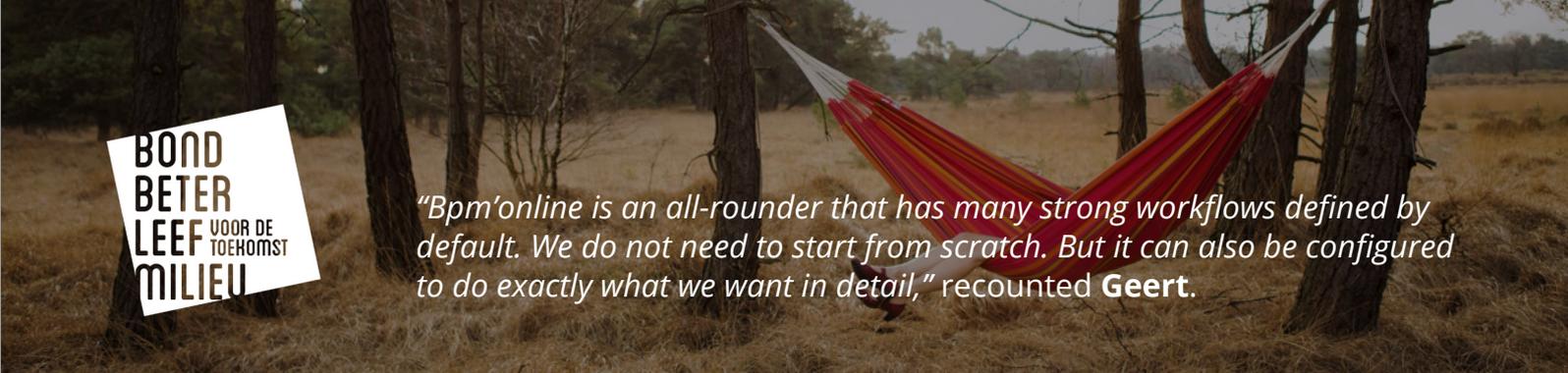
## BBL IS MAKING A DIFFERENCE WITH BPM'ONLINE

As a social profit association, *“BBL practices a ‘bit of everything’ to demonstrate to the public that environmentally-friendly living is within everyone’s reach. These activities include petitions, fundraising, newsletters, non-commercial sales, lobbying and campaigns,”* informs **Geert Jaspers**, Communication Manager.

Planning, organizing and launching any one of these events requires various, time-consuming administrative processes. Not to mention, the data collected from such ventures is prodigious. As such, BBL sought a CRM software where all contact records could be maintained in a unified environment, and where a wide range of processes were available out of the box, but adaptable to the needs of BBL when necessary. For this reason, as Geert emphasized, *“Many solutions were too limited for us.”*



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## BBL LEVERAGES BPM'ONLINE TO PROMOTE ENVIRONMENTALLY-FRIENDLY LIVING

BBL is working with bpm'online to power data management, communications and organize its wide variety of activities to enable its team of 35 to make lifelong, environmental impacts.

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Flexentric, a bpm'online partner, was selected to assist BBL in the implementation of the marketing and sales modules. Thanks to bpm'online's out of the box processes and Flexentric's comfortable teaching pace, BBL was able to hit the ground running. From the resourceful training received to configure bpm'online, to the general company release, spanned a brief couple of months.



## BBL EFFICIENTLY CONFIGURES THE BPM'ONLINE PLATFORM TO SUIT ITS NEEDS

BBL leverages bpm'online's marketing and sales functionalities to maintain account and project information in one spot which helps to effectively measure the community outreach, *"With our new CRM we can keep all information from a wide range of activities together,"* **Geert** said. BBL's team members benefit from the unification of data, *"for the first time we can find useful crosslinks between contacts, accounts and projects with one click of a button or in a dashboard,"* explains **Geert**. BBL has eliminated the use of spreadsheets for event organization, account information and contact interaction history, saving invaluable time needed to tackle the looming effects of climate change and loss of biodiversity.

As the amount of launched projects has increased, so has the number of contacts. Communication is key in fostering partnerships. Bpm'online has automated email communication, while synonymously increasing significance and value of each message. BBL is now able to better personalize emails, improving message targeting, and accelerate the spread of positive environmental change.

Bpm'online's case management capabilities has enabled BBL to take traditional sales processes and modify them to suit BBL's non-commercial nature. With bpm'online's low-code platform alongside Flexentric's dynamic coaching and support, this was an easy task. Processes were adapted to suit the needs of BBL's association model so that BBL can continue doing what it is doing but at an accelerated pace.