EarthShare Employer Recommendations

Consider these recommendations to better serve employee environmental desires, as highlighted in EarthShare’s New Business Imperative report.

1) Survey company employees.

Report findings | Nearly 60% of all employees, consistent among all generations interviewed, felt their company should use its influence on environmental issues.

EarthShare recommendation | Explore, via surveys or other methods, the degree to which employees believe your CEO/company is making a meaningful commitment to address environmental issues. Your surveys may need review and updating to ensure you are capturing the necessary data.

3) Reassess companywide environmental policies.

Report findings | The study found that employees are seeking more meaningful work and expect it to be reflected in their day-to-day job responsibilities. Employees who believe they are making a meaningful impact on the environment in their jobs are more likely to recommend an employer as a place to work.

EarthShare recommendation | Examine your company’s current policies, programs, and ways in which employee job satisfaction is measured. Partner with reputable environmental organizations to enhance the authenticity and effectiveness of your programming.

4) Build out sustainability programming.

Report findings | A little more than one fifth (22%) of employees consider traditional environmental opportunities, like volunteering, to be very important. Our survey found that employees want environmental impact built into their day-to-day work, yet only about a quarter of employees believe their company’s environmental commitments are reflected in their jobs.

EarthShare recommendation | Build out comprehensive environmental engagement programs that offer a range of opportunities to provide variety and hit the mark for the majority of employees.

5) Offer purposeful work.

Report findings | Employees consider a purposeful job as important as paid family leave, a flexible work schedule, remote working, opportunities for career advancement, and professional training.

EarthShare recommendation | Offer employees purposeful work. Job purposing might be the next logical addition to benefits packages. Explore establishing a skills-based volunteer program which, if done well, can provide employees with meaningful work that can help them advance their careers while having a positive impact within their communities.

6) Integrate sustainability efforts into the workplace.

Report findings | While more research may be required, this study uncovered that the environment is the top societal issue on which nonwhite Fortune 1000 employees want their employer to take a public stand (76% want this from their employers). Further, while interest in purposeful jobs cuts across all demographics, it remains of even greater interest to women.

EarthShare recommendation | Consider integrating your sustainability efforts — which traditionally have been spearheaded by dedicated Green Teams — by educating and utilizing Business Resource Groups (BRGs) on cross-over issues, such as environmental justice and healthy, accessible food.