

LP5: Sensitize employees to environmental issues

Time of Effectiveness	Short-term
Repeatability	80% (16 reports out of 20)
Level of Confidence	8.27/10
Category	Labor Practices
Outcomes	<ul style="list-style-type: none"> Increased environmental awareness Enable individual initiatives for sustainability
Metrics	<ul style="list-style-type: none"> Environmental Awareness (survey) Evaluate individual actions made by employees
Problematic	<ul style="list-style-type: none"> UN SDG 6: Clean Water Sanitation UN SDG 13: Climate actions
Additional Components	NONE

Description

Sustainability awareness is one of the key enabler to implement sustainability strategies. Indeed, you can have all the measures and actions to be more sustainable, if the workforce is not sensitized it will never reach its full potential.

Therefore, 80% of the investigated companies decided to sensitize their employees to environmental concerns. From active participation into environmental projects (planting trees event, Earth Day, recycling events, etc.) to formal environmental training, companies provide keys to a better understanding and awareness of sustainability impacts. It allows employees to be more respectful towards the environment and integrate these principles in their day to day operations.

Example: Cognizant (p24-27)

To sensitize its workforce to sustainability, Cognizant decided to engage employees into sustainability events. This sensitization is translated there by the implementation of the Go Green program which aims to increase sustainability awareness inside the companies. In this program, they 6 000 volunteers associate who engage in sustainability activities which are published on social media. Among these activities, we can cite the participation to planting tree campaign, the organization of Greenathon campaigns or nature preservation activities.

These different initiatives allowed employees to get more aware about sustainability and to be able to propose their own initiatives to the sustainability boards of Cognizant. As a result of these initiatives they show their ranking in different companies' green ranking.

