Analyzing Objective Data to Implement an Environmental Campaign

**Objective**

The survey was conducted and analyzed to evaluate the interest of employees in implementing and participating in a reducing and recycling waste campaign within the office. The purpose of this initiative is to ensure a happier, successful and more committed team and to increase employee satisfaction, reduce employee turnover, and boost employee engagement. The objective is to execute the campaign before the annual Consumer Goods Trade Fair (CGTF) happening next month in Dubai.

**Background**

* The management has noticed a shift in the current workplace trend where employees are switching from traditional full-time jobs to more flexible arrangements. Since lot of employees currently working in the company are full time that have family commitments and busy personal lives, there is a high chance that the employees might move to different jobs in the future if the employee satisfaction is not maintained.
* With new generations joining the workplace and new opportunities arising with competitive pay, the need for constant innovation in people management has become much more important than ever. The management believes that by initiating innovative campaigns with a purpose for employees to give back for a good cause will create a happier, more successful and committed team thus increasing employee satisfaction and retention.

**Methodology**

* A quantitative survey was conducted on a total of 56 employees with three simple questions on a 7-point Likert response scale on survey monkey.
* The questions asked on the survey were if people followed environmental issues on the news regularly, if they were willing to pay a small amount on recycling every week and if they were willing to commit by taking small steps such as weekly no garbage day to make a difference.

**Findings**

* On average the employees were mostly neutral about reading environmental issues on the news (Mode= 4, SD= 1.10, Response ranged from ‘Slightly disagree’ (3) to ‘Slightly agree’ (5)).
* Majority of the employees are not willing to pay for getting their garbage recycled (Mode= 3, SD= 1.10, Response ranged from ‘Disagree’ (2) to ‘Neither agree nor disagree’ (4)).
* More than 70% of the employees are willing to commit to weekly no garbage day at the office (Mode= 5, SD= 1, Response ranged from ‘Slightly agree’ (5) to ‘Strongly agree’ (7)).

**Recommendations**

* Conduct workshops and seminars to educate the employees further on the present environmental issues, its effects on the future generations and the small steps they can take to make a huge difference.
* Providing small incentives like discounts, gifts and coupons to encourage employees to recycle few times a month.
* Organizing frequent small campaigns like weekly no garbage day or volunteering programs will create a positive impact on the employees and push them to adopt these changes in the long run.

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