Environmental Employee Engagement

Sustainability Guidance for FI Practitioners
North American Task Force

Annual General Meeting
Geneva, 12-13 October 2010
Background

- NATF is in the process of developing a guidance tool for the financial sector on Environmental Employee Engagement (EEE).

- Previously the NATF has worked with consultants on a particular topic (e.g. Green Products, Sustainability Disclosure) and then delivered a workshop centred on the topic of the report.

- This is a new approach in that it is based on a survey developed by the NATF and research and analysis has been done internally with the assistance of the Secretariat and a Project Team within the NATF.
Why Employee Engagement?

- The NATF is made up of a diverse group of FIs (banks, insurance, asset managers) – there was consensus among the members that this topic was relevant and useful to all.

- Recent body of research and evidence showing the importance of employee involvement for corporate sustainability policies, processes and products to be effective.

- Current research does not however provide specific insights for the finance sector.

- In a nutshell, we are trying to answer the question, what can we do and what has been done to transform corporate culture on the environment?
Survey Methodology

• Project defines EEE as an Employee’s active participation in realizing the environmental policies and objectives of the organization.

• Survey-format: directed at senior environmental/sustainability managers to identify common approaches, best practice and challenges to EEE programs in the region. Response rate of over 65%.

• Analysis of survey results and comparable research on general corporate employee engagement will be included.

• First draft of Report complete.
Survey Findings

• EEE is a recent phenomenon.

• Most EEE approaches focus on internal environmental management.

• Strategic/business vision of EEE remains relatively unexplored.

• Approaches that have delivered better results include:
  - Top management support or involvement.
  - Broad-base buy-in.

• Main challenges:
  - Securing broad-base employee and top management backing.
  - Adequate resources.
Next Steps

• Final draft to be completed in November 2010.

• Expert workshop to present findings and consolidate next steps in early 2011.

• Possible follow-up focus:
  - How to go beyond environmental management and into core business.
  - Strategies for dealing with extended and diverse business operations.
  - Documenting of best practice on securing top management support and broad-base buy-in.
  - Bringing HR expertise and theories to EEE
Invitation

Replicate Survey of EEE across different regions.
Create a global platform for sharing experiences and best practice.

OBJECTIVES
Advance understanding of how EEE can:
• influence environmental performance,
• act as a source of value creation.

Better understand and draw on regional best practices.
Thank You!

NATF Co-Chairs
Rick Pearl (rwpearl@statestreet.com)
Kim Brand (kim_brand@scotiacapital.com)

NATF Secretariat
Careen Abb (careen.abb@unepfi.org)
Jacinto Coello (jacinto.coello@unepfi.org)