



Being Green is Still in Fashion: Global Businesses Continue to Practice Eco-Friendly Behavior in Economically Challenging Times

The Kenexa® Research Institute (KRI) recently examined how workers feel about their organization's green and sustainable business practices. The Kenexa Green Business Study database includes survey results from workers in Canada, France, Germany, India, Spain, the United Kingdom and the United States.

According to the survey, employees in India reported the most frequent positive responses (85%) to the question of whether their organization had green/environmentally friendly business practices. In comparison, only six of 10 organizations in the U.S. whose workers responded to the question were in agreement. The findings demonstrate that, even in a time of fairly substantial economic challenges for most organizations, many are still practicing green or eco-friendly efforts.

Further analysis of the data shows that organizations in the U.S. lag significantly behind organizations in the UK, Germany, France, Canada, India and Spain in terms of formally outlining their environmental position, providing a clear description of the organization's environmental objectives, having genuine efforts for protecting the environment and encouraging their employees' creativity to find ways to protect the environment.

In a somewhat different pattern, however, employees in U.S. organizations reported feeling more pride in working for their organization when the organization was employing green business practices (57%) than did employees in the other countries in this study (49% average), except for those workers in India (80%). Further, employees in the U.S. (54%) and in India (71%) reported more favorable responses toward their organization's efforts to prioritize their environmental practices in how they operate.

"Although there appear to be opportunities for U.S. organizations to improve their environmental focus relative to organizations in other countries, employees who work in organizations that do focus on environmental initiatives and actions report stronger pride in the organization. This shows that organizations, even while facing challenges through the state of the economy, can reap the rewards of being environmentally conscious," said Anne E. Herman, Ph.D., Kenexa Research Institute.

Database Overview

Kenexa's Green Business Study database contains employee survey results from workers in Canada, France, Germany, India, Spain, the United Kingdom and the United States.

The survey questions were designed specifically to evaluate how workers felt about their organization's green and sustainable business practices.

Study Details

Workers were asked about whether or not their organization had green/environmentally friendly business practices and were given the option of yes or no.

Even in a time of a fairly substantial economic challenge for most organizations, many are still practicing green or eco-friendly efforts (see Figure 1) with those workers in India reporting the most frequent positive response to the item. In comparison, only six of 10 organizations in the U.S. whose workers responded to the question were in agreement. The findings demonstrate that, even in a time of fairly substantial economic challenges for most organizations, many are still practicing green or eco-friendly efforts.

Figure 1: Percent of Employees Whose Organization Has Green/Environmentally Friendly Business Practices

U.S.	UK	Germany	France	Canada	India	Spain
63	71	73	72	70	85	64

Other opinion items were rated using a 5-point Likert-like scale. The percent favorable is the percentage of people who chose either of the two most positive answers (typically “strongly agree” or “agree”).

- My organization’s environmental position is formally written into its stated values.
- My organization has set clear objectives to accomplish in order to operate in an environmentally friendly manner (e.g. recycling, reducing carbon footprint).
- Internally, my organization is making genuine efforts to protect the environment (e.g., recycling of paper, bottles, cans; utilizing energy efficient light bulbs, etc.).
- My organization encourages employees to be innovative in finding ways to protect the environment.
- The actions that my organization takes to protect the environment are a top priority in how it operates.
- Externally, my organization is actively collaborating with the local community or other groups, on environmentally friendly initiatives.
- My organization is being audited by an external organization on its environmentally friendly initiatives.
- My organization strongly encourages its suppliers and/or vendors to operate in an environmentally friendly manner.
- My organization clearly communicates about our environmentally friendly initiatives to our customers.
- My organization clearly communicates about our environmentally friendly initiatives to our other stakeholders (e.g., shareholders, suppliers, employees).
- My organization’s environmental efforts are an important reason why our customers choose to buy from us.
- My organization’s environmental efforts are an important reason why our employees choose to work here.
- My organization is actively making an effort to create a partnership with an independent external organization focused on environmental issues (e.g., Carbon Disclosure Project, Ethical Trade initiative, etc.).
- In general, my organization’s efforts to protect the environment have increased my pride in working here.

Further analysis of the data shows that organizations in the U.S. lag significantly behind organizations in the UK, Germany, France, Canada, India and Spain in terms of formally outlining their environmental position, providing a clear description of the organization’s environmental objectives, having genuine efforts for protecting the environment, and encouraging their employees’ creativity to find ways to protect the environment.

In a somewhat different pattern, however, employees in U.S. organizations reported feeling more pride in working for their organization than did employees in the other countries in this study other than those in India. Further, employees in the U.S. and in India report more favorable responses toward their organizations prioritizing their environmental practices in how they operate.

Figure 2: Green/Environmentally Friendly Business Initiatives

Country	U.S.	UK	Germany	France	Canada	India	Spain
Environmental position is formally written	58	67	76	67	60	85	72
Objectives to operate in an environmentally friendly manner	48	80	77	71	75	84	78
Genuine efforts to protect the environment	50	82	79	75	82	77	75
Innovation encouraged to find ways to protect the environment	43	65	67	58	62	78	65
Actions to protect the environment are top priority	54	51	48	45	47	71	52
Efforts to protect the environment increase pride	57	51	46	50	46	80	52

Note: values represent percent favorable

About Kenexa

Kenexa provides business solutions for human resources. We help global organizations multiply business success by identifying the best individuals for every job and fostering optimal work environments for every organization. For more than 20 years, Kenexa has studied human behavior and team dynamics in the workplace, and has developed the software solutions, business processes and expert consulting that help organizations impact positive business outcomes through HR. Kenexa is the only company that offers a comprehensive suite of unified products and services that support the entire employee lifecycle from pre-hire to exit.

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