



# Sustainability Engagement Survey

At Verdis Group, we have witnessed time and time again that the best-laid sustainability efforts fail when solely focused on strategies to reduce resource use without engaging the teams of people who make hundreds of decisions on how to use resources each day. Sustainability engagement is the key that unlocks an organization's true potential to thrive in a way that is a win-win-win for people, the planet, and the pocketbook.

## Sustainability Starts With People

Even though engagement is one of the most important keys to an organization's transformation into having a sustainability culture, it has been one of the most difficult to measure. That's why Verdis Group developed the Sustainability Engagement Survey as a tool to take the pulse of sustainability engagement at your organization.



Nearly all of our clients have used this tool since 2009 to baseline and measure progress as they work to create a culture where sustainability is just the way they do business. This simple online survey will collect information that will tell you how employees feel about sustainability, what issues they feel are the highest priority, how often they personally engage in sustainable behaviors, and more. Generally speaking, the survey will provide actionable insight into the following areas:

- Value of sustainability to your employees
- Sustainability and mission alignment
- Prioritized sub-topics of sustainability
- Employee knowledge of sustainability
- Employee awareness of your organization's past and current sustainability efforts
- Consideration of future sustainability efforts
- Employee sustainability behavior
- Focus areas for sustainability efforts

“ We wanted to take an organized, well-thought-out approach to improving sustainability, and Verdis fit the bill perfectly. They brought multiple disciplines together to create our plan, implement action steps, and change the way our entire organization thinks on an individual level about the wise use of resources.”

**Dennis Pate**

*Executive Director and CEO*

Omaha's Henry Doorly Zoo and Aquarium

## Sustainability Engagement Score

One of the most important outcomes of our survey is the establishment of a Sustainability Engagement Score (SES), which measures how engaged employees are around sustainability on a scale of 1-100. The Sustainability Engagement Score incorporates levels of knowledge, awareness, general familiarity, and behavior. We've conducted the same survey with thousands of individuals so we have rich data points from which to compare your results.

## Measure Your Progress Over Time

We'll provide you with a comprehensive report of your Sustainability Engagement Survey results, a sample first page of which is pictured below. If you decide to track progress toward an Engagement goal at your organization, you can administer the survey on a periodic basis and track your progress over time. Seeing the data in such a clear way allows you to easily understand your progress and know where you may need to devote additional resources.

### Sustainability Engagement Update

April 2018 Survey Results



#### Overview

An initial sustainability engagement survey was conducted in September 2013 as part of the development of Your Organization's Sustainability Master Plan. A Sustainability Engagement Score for Your Organization was calculated based on results connected to the dimensions outlined in the left hand column of the table below. All scores are calculated out of 100.

In order to track progress, the same survey was administered again to Your Organization every year for the past four years, with the most recent survey being administered in April of 2018. The staff participation rate was 42% (n=359). Your Organization's goal to achieve an overall score of 70 was achieved as of April 2018, a significant improvement from the baseline. The findings are noted below.

Dimensions of Sustainability Engagement				
Dimensions	'12	'15	'17	Baseline Difference
<b>Awareness of Efforts</b> (extremely/very familiar) at the organization to be more sustainable	24	48	53	+29
<b>Knowledge</b> (extremely/very knowledgeable) about ways to conserve energy/natural resources	38	63	56	+18
<b>Behavioral Frequency</b> (always/most of the time) of self-reported behaviors for key sustainable actions	73	74	71	-2
<b>Perceived Norm</b> (always/most of the time) or perceptions of how others engage in sustainable behaviors	NA	55	56	+1
<b>Awareness of Sustainability</b> (extremely/very familiar) specifically the concept of sustainability	NA	58	80	+22

Sustainability Engagement Score	
<b>2017</b>	<b>63</b>
2015	60
2012	42

*Sustainability refers to using resources wisely so as to provide for the future while meeting the needs of the present.*

## Helping You Achieve Your Goals

Sustainability Engagement doesn't need to be a fuzzy topic. Let the Sustainability Engagement Survey de-mystify the issue for your organization and allow you to meet your sustainability goals.