

“To be or not to be” – Your Triple Bottom Line is in question.

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Sustainability in the workplace has become a topic for many conversations.

From saving the Rhinos to acknowledgement of human rights or saving the ocean? Companies are becoming more aware of corporate responsibility and addressing this daily. As a corporate we are now not only looking at the financial bottom line, but measuring sustainability encompassing a triple bottom line.

Most companies are committed to sustainability not only concerned about profits.

Corporate sustainability is part of most business blueprints addressing long-term stakeholder excellence through the execution of business game plans focusing on environmental, human and economic ingenuity aimed at the protection of resources.

Sustainability is critical in addressing our current needs without jeopardizing our planet for future generations to enjoy. The smallest effort can make the biggest difference in our day to day activities. Recycling of general waste products, general wellness programs or simply switching off the lights makes a big difference to our environment and generations thereafter. Many companies have incorporated a strong human element to sustainability and empowering woman in the workplace. This is a direct link to the rights of human being equal.

A great hero of our time and politician Al Gore is better known for his role as the Chairman and Founder of The Climate Reality Project.

I quote him saying that “Now is the time for people all over the world to lend their voices to the cause and urge their leaders to take this historic first step”

https://www.google.com/search?q=al+gore+quotes&rlz=1C5CHFA_enGB908GB908&source=inms&tbm=isch&sa=X&ved=2ahUKEwJwn-O5y7TrAhWRa8AKHX77BHwQ_AUoAXoECAwQAw&biw=1276&bih=644

Al Gore's testimonial was to create an urgency of a strong global climate agreement.

<https://www.un.org/sustainabledevelopment/climate-action/>

The Paris Agreement requires 55 countries representing at least 55% of global emissions. The goal is for countries to collaborate around sustainability and convert to renewable energy and send a message to the rest of the world that the future is geothermal, solar or wind.

The world took continence of this and both the EU and its member states are personally responsible for ratifying the Paris Agreement.

During October 2016, the European Parliament approved the ratification of the Paris Agreement. The Paris Agreement was later ratified by the UK who played a major role in years to come in reducing global CO2 emissions.

<https://www.theguardian.com/environment/2016/mar/17/al-gore-urges-world-leaders-to-sign-paris-climate-deal>

I can proudly say that the UK proudly continues to commit to the climate action across the world.

Nick Hurd MP, the than Minister of State for Climate Change and Industry, has been instrumental in promoting British business at the 22nd UN climate change Conference of the Parties (COP22) in Marrakesh. He was adamant that unity is critical in

promoting global action on climate change and that all parties needed to

commit to a safer and better future for all. This initiative was to grow the UK low carbon industry which is worth Billions by

providing affordable and cleaner energy. He has since been replaced by Lord Ian

Duncan for the department of Business, Energy and Industrial Strategy.

The UK plays a significant role in COP22 negotiations and encourages Corporates to contribute in numerous ways to an environmentally workplaces. This can be done through various ways;

- Recycling programs in the office (separate bins)
- Energy efficiency programs regarding electronics and electrical equipment – teaching people to be respectful and switch off unnecessary lights, plugs etc.
- Paperless offices – Avoid printing unnecessary
- Promote vendors who promote sustainably internally
- Creating wellness programs around employees encompassing healthy eating and exercise
- Create inhouse Conservation campaigns and use them as team building exercises for employee wellness – this could entail conservation programs or donations to various sustainability projects
- Create environmental visions for the company in collaboration with employers by highlighting the long-term benefits
- Looking after human rights by treating everyone fairly.

These are a few examples of collaboration at all levels. We as humans don't realize how we have destroyed the environment. Our coral reefs are dying, and our waters are abused with fishing. We are slowly killing our environment with toxic fumes whilst strangling the ocean with plastic.

The human race is heading for a huge collapse as nature cannot accommodate our exploding population and the strain is showing with the extinction of many land and sea creatures.

The word sustainability encompasses it all. The focus is on corporates to build longevity with strategic sustainability

initiatives embracing eco-friendly products and energy efficiency buildings. This is the

ripple effect that will filter down the chain and create awareness benefitting us all.

Today There is a huge consumer awareness in the marketplace and people are prepared to spend more on environmentally friendly products.

Schools are taking part in environmental projects such as "cleaning beaches" or "wellness projects" such as renewable energy or organic food instilling an awareness in the young minds of today.

Job creation around Sustainability has lent itself to new roles being created such as Sustainability Managers who are responsible for compliance requirements and business reporting into waste, carbon water, sourcing of materials and sustainable buildings (Energy Efficiency Buildings) and implementation of various risk assessment tools. This leans into employee wellness programs. These types of roles are prominent within the construction/infrastructure/manufacturing /engineering sectors. There are thousands of sustainability jobs being advertised in the UK alone.

Sustainability has become a defining characteristic in top leadership and the soul of organizations. Various Universities are encouraging students to partake in various "green challenges" such as the Cambridge Green Challenge <https://www.environment.admin.cam.ac.uk/cambridge-green-challenge>

Sustainability awards is independently judged by an expert jury representing a cross section of the international packaging value chain, leading brand owners, retailers etc. They set the agenda on best practice focusing on Research and Development and encourage innovations that make a difference today and tomorrow.

<http://thesustainabilityawards.com/>)

Corporate sustainability creates a path to the C suite executives forming an imperative part of the board strategy encompassing corporate responsibility and waste elimination to building efficiency and human rights amongst the few. Sustainability is an integral part of all

board decisions impacting on the strategy and future of the business from the CIO to the HR Director where collaboration is critical in all areas.

At Alexander Hughes UK we have the green skills and knowledge to recruit your next C Level Executive the sustainable way. You can set up a virtual team's discussion with myself and I will assist you in recruiting your Executive team.

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