

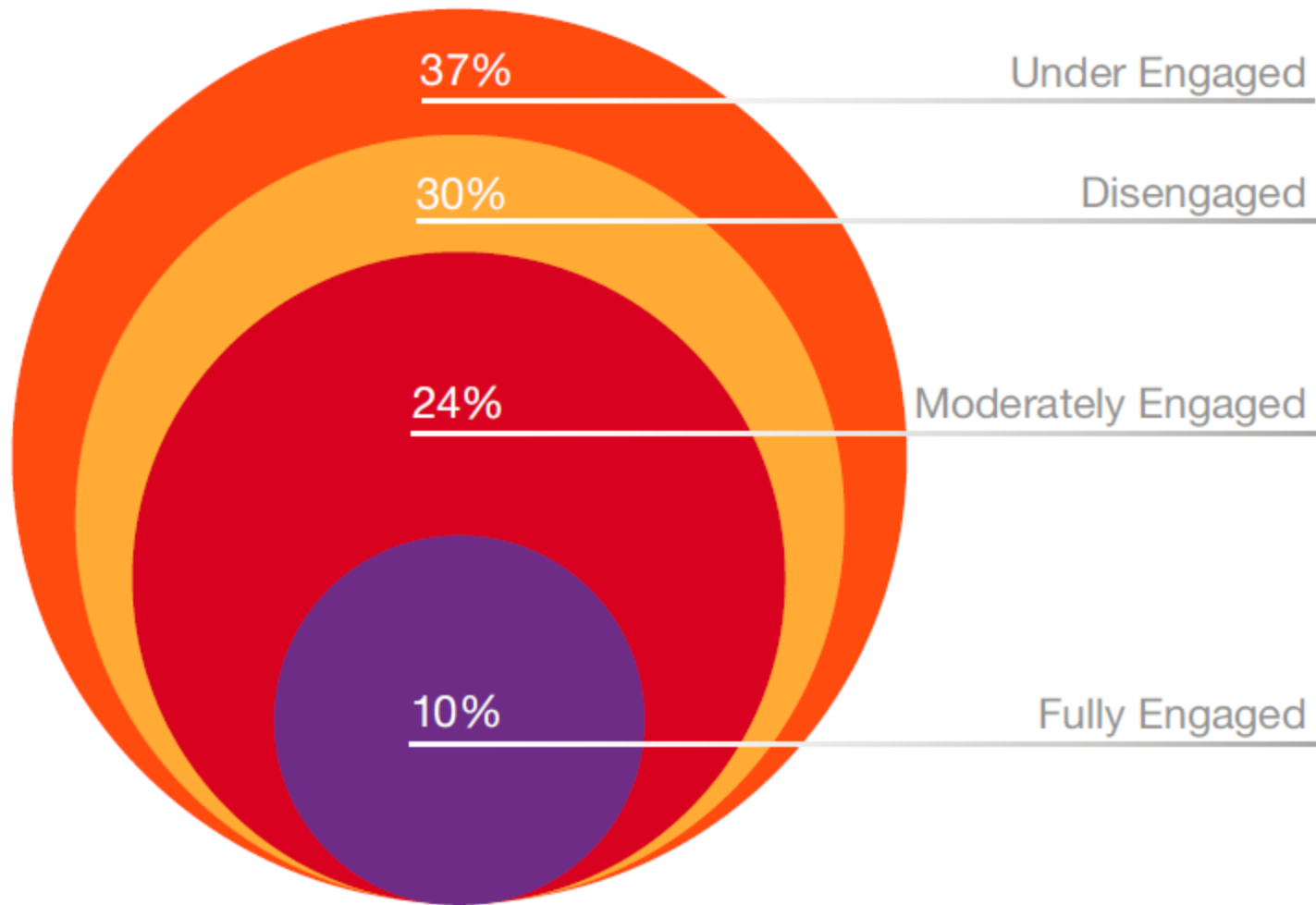
The Human Side of Sustainability: Putting People and Communities Into the Equation



Jeana Wirtenberg, Ph.D.
Transitioning to Green, LLC
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Employee Engagement at An All Time Low



Modern Survey's "Spring 2012 National Norms Survey."

Green Buildings & Productivity

OUTSIDE VIEWS

Mental Function
& Memory

10-25%
BETTER



Call
Processing

6-12%
FASTER



Hospital
Stays

8.5%
SHORTER

DAYLIGHT



Students achieve

5-14%
HIGHER TEST SCORES

and learn **20-26%**
FASTER

Workers are **18%**
MORE PRODUCTIVE



15-40%
INCREASE
in Retail Sales

SYSTEMS

Productivity Increases by



23%
from better lighting



11%
from better ventilation



3%
from individual temperature control

World Green Building Council, "The Business Case for Green Buildings," March 2013.

Employee Productivity & Profit

More time on the job

Less absenteeism

Costs 2.6% to 9% of payroll

Telecommuting

40% could; 2% do; 80% want to

Reduced business travel

Usually the first expense to be cut

More productive while on the job

Green buildings

7% to 15% productivity boost

Improved collaboration

2% to 10% productivity boost

Higher engagement

10% to 200% productivity boost

Increased employee productivity / innovation

2%

Sustainability happens when...

People make decisions and take actions every day that take sustainability gain and harm into account.



What if?

- Every person had a deep appreciation for the natural environment and its effect on their neighbors and communities?
- Communities worked in concert with business goals to solve some of the community's most intractable problems?
- Developers framed their projects in the context of sustainable community objectives?



Three Big Tipping Points to Build a Community Culture for Sustainability

- Co-Creation
- Bottom-Up
- Long View



Employees should be seen as an investment, not a cost.

“Treating employees as stockpiles of inventory is inherently flawed.”



Becker, 2011

How can we generate and support values that respect and care for people and planet?



The 2007 AMA Sustainability Survey

How can we Promote Diversity, Inclusion, and Social Justice?

“Promoting justice can include environmental sustainability, community well-being, transparent accountability, legal and honest operations, global citizenship and the rights of employees, suppliers, competitors and customers.”

Fenwick & Bierema, 2008



Essential Elements of Community Consciousness for Sustainability

- **Sustainable Values;** sees organization in context of community, society, and earth
- **Sustainable Mind-Set;** systems thinking
- **Leadership for sustainability;** leads with purpose and authenticity
- **Visionary;** Envisions the future we want to create
- **Employee engagement;** builds agility and resiliency; engages imagination; fun
- **Multi-disciplinary;** Embeds sustainability in all aspects of planning process
- **Diversity, inclusion, social justice;** deep caring for all people
- **Wisdom:** emotional, social, and ecological intelligence



Thank You!



Jeana Wirtenberg Ph.D.

- Transitioning to Green www.transitioningtogreen.com
- jwirtenberg@transitioningtogreen.com
- Transitioning to Green Foundation
www.TTGFoundation.org
- Institute for Sustainable Enterprise, FDU www.fdu.edu/ise