

# Sustainability segmentation

## Workplace

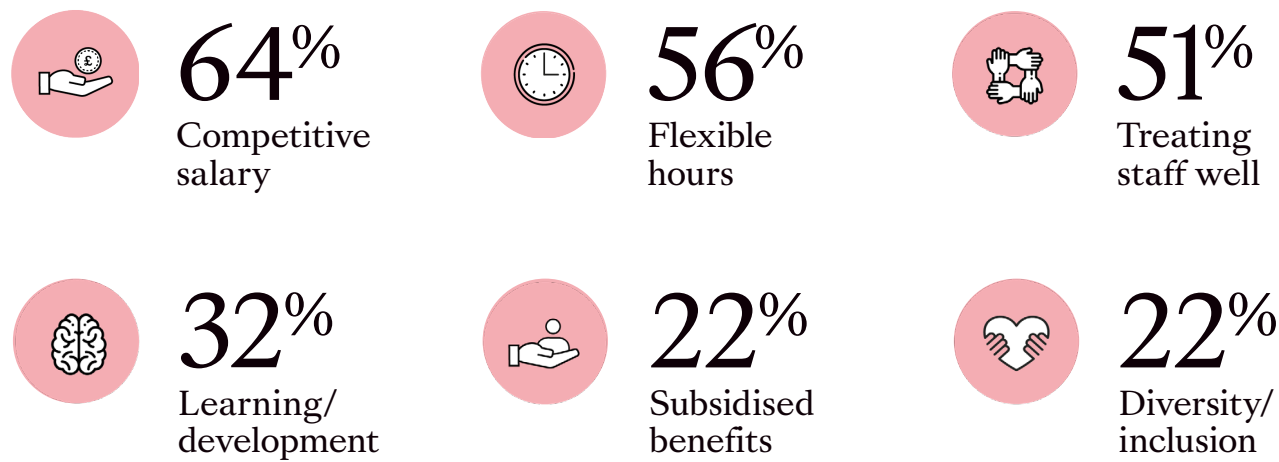


Do candidates consider employers' sustainability credentials when applying? And do employees expect their employer to follow sustainable practices and initiatives?

We've identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how intentions and actions towards sustainability vary across the **workplace**.

### Top considerations for job seekers

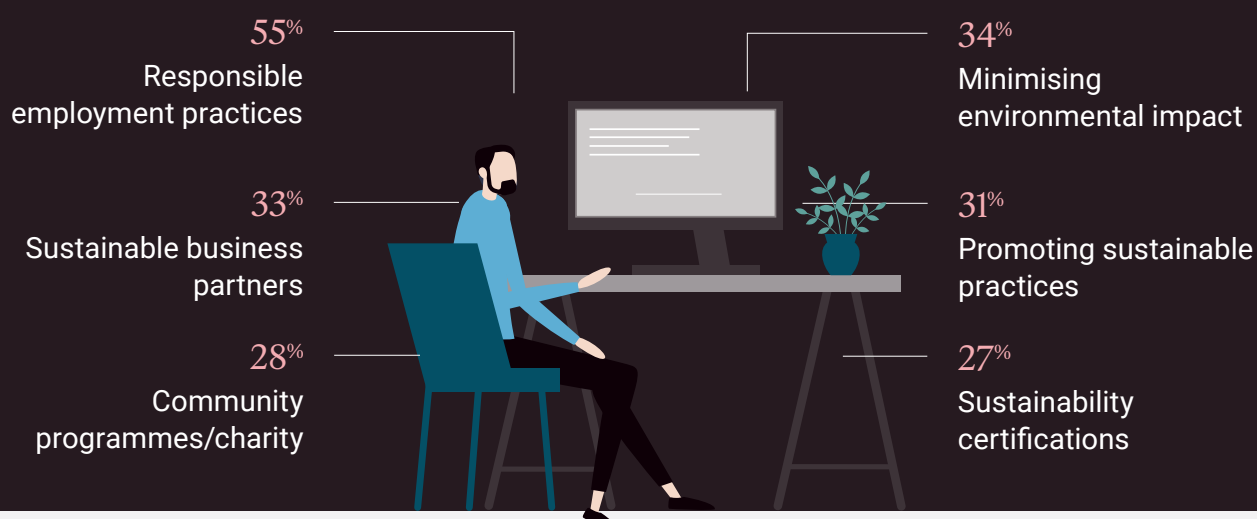
Workers' top two criteria for choosing an employer won't shock you.



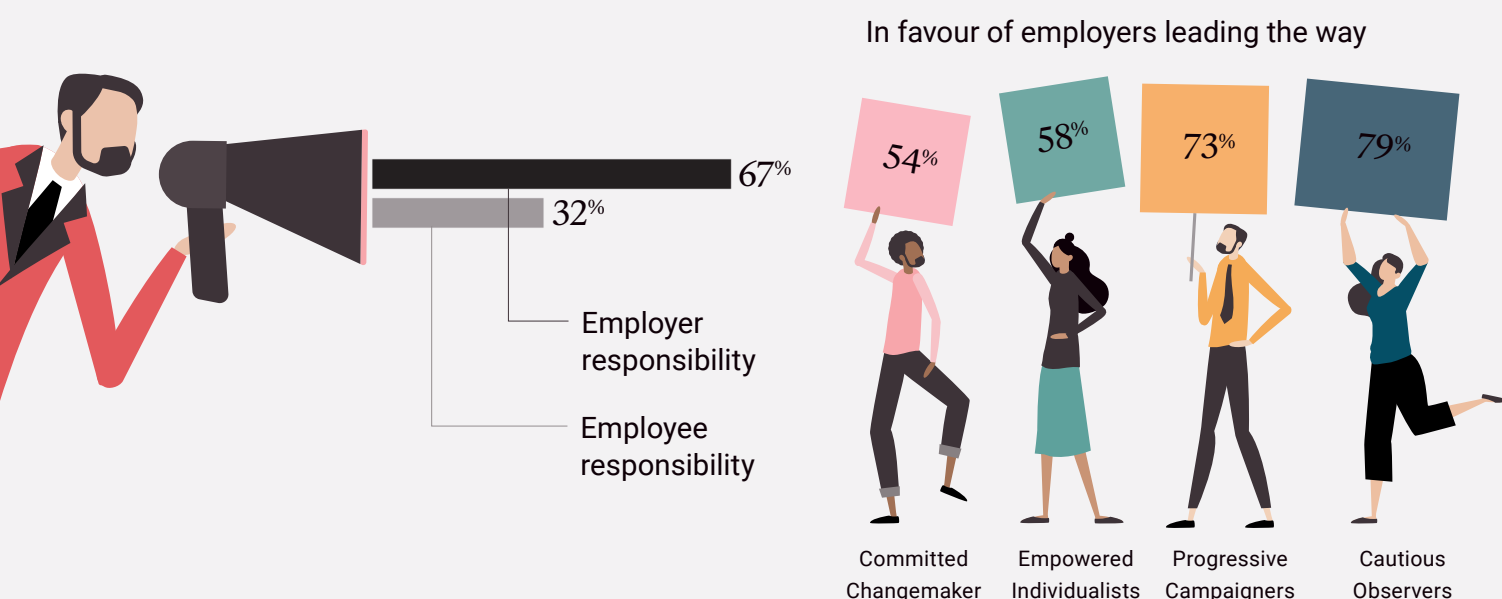
### But how are our segments behaving?

#### What is most important for your employer to prioritise?

**Committed Changemakers** and **Empowered Individualists** have higher expectations of their employer than the other segments, especially when it comes to sustainable practices.

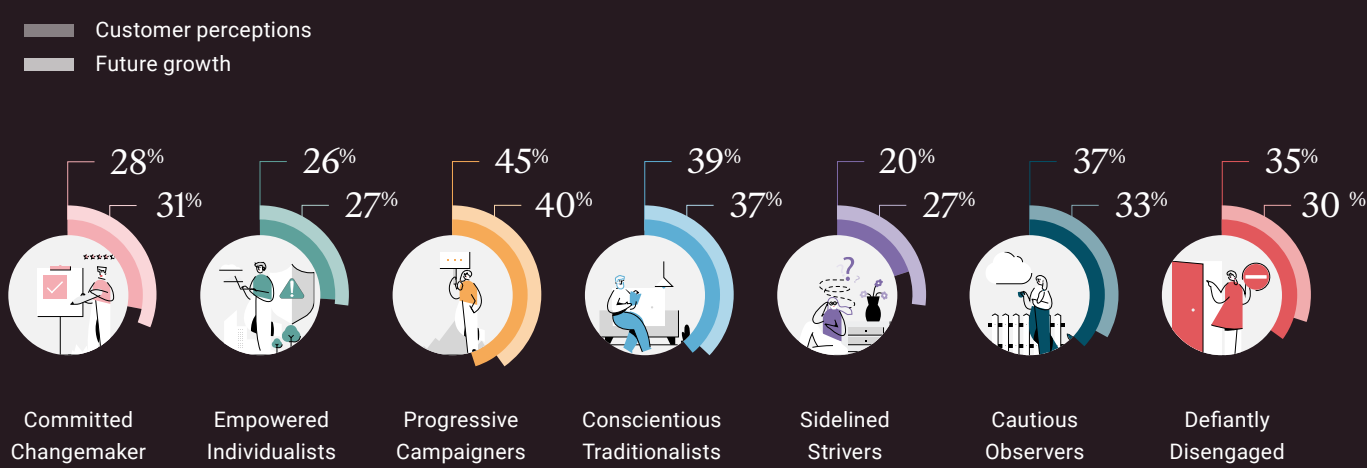


#### Employees want their employers to lead the way with sustainable practices and initiatives



#### Benefits for employers embracing sustainability

Rather than more 'tactical' positive impacts such as risk reduction (only 15%), staff believe the top two benefits will be strategic - **improved customer perceptions (33%)** and **future growth (32%)**



### So what can employers do?

#### Communication is key

Communicating specific examples and most importantly, their impact to both employees, customers and stakeholders will see greater strategic benefits.

#### Act as role models

Leaders can 'role model' their company's sustainability agenda, inspiring employees by demonstrating behaviours that drive the strategy forward.

#### Drive inclusivity

Provide opportunities for employees to take part in the sustainability agenda, giving them a sense of pride when goals are achieved.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).