

Environmental Sustainability

Sustainability in the workplace is about each business' environmental impact, and how this can be reduced - from creating less waste, to using more sustainable resources.

THE DUPONT BRADLEY CURVE

The Dupont Bradley Curve illustrates the relationship between safety culture and performance, and can be applied to environmental sustainability.

78% of consumers feel that sustainability is important.

84% of customers say that poor environmental practices will alienate them from a brand or company.

*Source: theroundup.org, 2023

Environmental footprint

Natural Instincts



Reactive

'I'm powerless!'

No motivation to act or take responsibility, with no clear initiatives in place.

Popular opinion: Business requirements constrain change.

Supervision



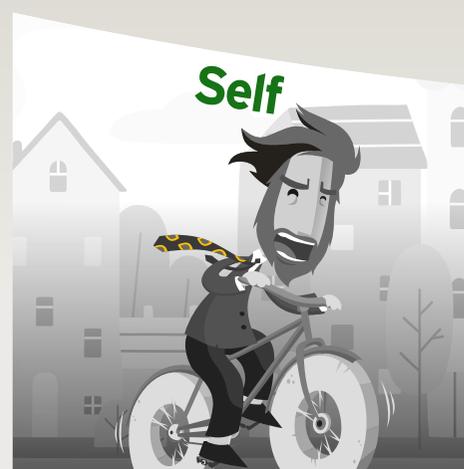
Dependent

'I just do what I'm told!'

Employees follow rules and procedures laid out by management.

Popular opinion: The people at the top want sustainability.

Self



Independent

'My choices matter!'

Employees take responsibility for their own actions and impact.

Popular opinion: I can make a difference.

Team



Interdependent

'We're in this together!'

Teams share vision and collaborate together to be more sustainable as a business.

Popular opinion: We can all make a difference.

Culture of sustainability