

FOR IMMEDIATE RELEASE

In the competition to attract new talent, sustainability is king

73% of people planning to look for a new job in 2022, cite employer's commitment to tackling environmental issues as an important factor when deciding who to work for



Photo by Christina @ wocintechchat.com

New research reveals companies need to be more pro-active in tackling climate change if they want to attract new talent.

The survey, commissioned by carbon footprint experts and social enterprise Giki, polled over 1,100 employees from across the UK* and reveals 73% of the 25% of those surveyed who are planning to look for a new job in 2022, cite employer's commitment to tackling environmental issues as an important factor when deciding on whether to work for an organisation.

This rose to 81% for 16-24 year olds for whom this was as important as annual leave allocation and more important than flexible working hours or the ability to work from home.

The survey also revealed companies appear to be falling behind on their environmental promises. Less than a quarter of UK employees (24%) think their employer is doing a good job in helping to reduce the organisation's impact on the environment. What's more 23% who work for an organisation that claims to be environmentally friendly, green or sustainable in its marketing/advertising, say they have not received any support from the organisation to be environmentally friendly.

Jo Hand Co-founder of Giki said: *"There is increasing pressure on organisations to not only reduce their environmental impacts but to consider how the action they're taking is communicated to both the workforce and future potential employees. People want to see clear action, so it's essential for businesses who want to attract the best young talent, to show that they're measuring their environmental impact and reaching their sustainability targets; not merely greenwashing".*

[Giki Zero Pro](#) is the first sustainability programme for cutting carbon that supports companies who want to engage staff on ESG issues and measure the impact of their collective actions. Giki's programme includes easy to follow advice, gamification, data for reporting and personalisation to increase engagement. Clients include NatWest Group, Deloitte and Open University amongst others.

Giki's Top Tips for Employers:

For getting started on addressing your company carbon footprint, and engaging employees in the process:

- Measure and understand your company's operational footprint. Start with Scopes 1&2, defined in the GHG Protocol, and Scope 3 is a crucial next step
- Implement a science-based emissions reduction plan
- Engage employees, through their own lifestyles, to ensure engagement is meaningful and long term

Developed by British couple Jo and James Hand, Giki takes the jargon out of sustainability and provides easy to follow, scientific guidance on significantly reducing carbon. This includes easy to use carbon calculators for individuals to measure their outputs and reduction progress and uses gaming techniques to engage staff in reaching company sustainability goals in fun and easily trackable ways.

As of January 2022 Giki works with more than 70 organisation and the community has committed to save over 14million kg of carbon, 300 million litres of water and 850,000 pieces of single use plastic. People have committed to 80,000,000 steps and completed 23,000 steps covering everything from quick wins to big impact and planet saving steps.

Giki is recommended by the UN COP26 Climate Champions and works with amazing specialists and [experts](#) from the academic, scientific, education and business communities.

Ends.

For more information contact the Giki team at Barley Communications:

Jenny Rose jenny.rose@barleycommunications.co.uk 07957 551697

Notes to editors

*The polling of 1,164 employed individuals aged 16+, of a nationally representative UK sample, was carried out by Censuswide between 10th and 12th January 2022.

Jo and James Hand are able to interview and/or supply tips and advice to companies on reducing carbon and getting staff involved.

About Giki

Giki, which stands for Get Informed Know Your Impact was established in 2017, is recommended by the UN High Level Climate Champions. Its Giki Zero online tool helps people tackle the root causes of their environmental impact by helping them understand, track and reduce their carbon footprint with personalised steps to plan out their path to net zero. More meaningful than offsetting, which should play a small and temporary role, Giki Zero is the most robust, credible, complete, personalised option out there for individual environmental action. A core part of Giki's offering is Giki Zero Pro, a full employee engagement tool to help companies engage employees on sustainability, help staff build knowledge and take action together and provide data to report on impact.