Green Engagement: An Investigation into the Relationship of Millennial Engagement and an Organization’s Sustainable Performance Score

Nicolas Simard, John Lang, Samantha Harris, Rachel Boone, Rosalyn Rease, Jim Westerman, and Shawn Bergman
Appalachian State University

Project Goal
Investigate the relationship between employee engagement amongst millennials and companies' sustainable performance scores

Hypothesis
Organizations that score higher on sustainable performance measures will have more engaged Millennial employees within their company.

Benefits of Research
- Understanding the need for effective sustainability efforts within an organization
- Determine if sustainable efforts increase engagement in millennial employees

Background
- High levels of employee engagement yields positive outcomes (Asplund, 2007; Wagner & Harter, 2006)
- Millennials are more attracted to sustainable companies (Alonso-Almeida and Llach, 2019)
- Millennials are the largest generation in the U.S. labor force, 2015 (Howe & Strauss, 2010)

Sustainable Performance Score Dimensions

- Climate Change
  - Carbon Emissions
  - Product Carbon Footprint
  - Financing Environmental Impact
  - Climate change Vulnerability

- Natural Resources
  - Water Stress
  - Biodiversity & Land Use
  - Raw Material Sourcing

- Pollution & Waste
  - Toxic Emissions & Waste
  - Packing Material & Waste
  - Electronic Waste

- Environmental Opportunities
  - Opportunities in Green Building
  - Opportunities in Renewable Energy

Methods
- Collaborate with Mercer
- Gather data on companies’ sustainable performance from CDP Worldwide
- Use Mercer’s industry employee engagement survey methodology