

# 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 millenials and companies' sustainable performance scores

**Background** 

High levels of employee engagement yields positive

to sustainable companies

(Alonso-Almeida and Llach, 2019)

Millennials are the largest

Harter, 2006)

# **Hypothesis**

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

#### **Sustainable Performance Score Dimensions**

Natural

Resources

Water Stress

Biodiversity &

Land Use

Raw Material

Sourcing

### Climate Change Carbon outcomes (Asplund, 2007; Wagner & **Emissions** Product Millennials are more attracted Carbon Footprint Financing Environmental Impact generation in the U.S. labor force, 2015 (Howe & Strauss, 2010) Climate change Vulnerability



## Benefits of Research

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

#### **Methods**

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

