

Human resources – Weaving sustainability into the workforce

A company's human resources function must be at the heart of any attempt to embed sustainability into a company's way of doing business. Here's how it can work

In recent years, organisations of all kinds have been seeking ways to embed sustainability into their daily operations. This entails integrating the values, attitudes, assumptions and issues related to sustainability – call it the “sustainability mindset” – directly into the thinking, strategy, planning and operations of every department and business unit.

An organisation that sees sustainability as a separate activity – as an add-on to normal business operations rather than as connected to the “real work” of the company – is unlikely to make significant progress. In contrast, if employees believe that sustainability supports traditional core business goals, the journey becomes that much easier.

If sustainability is not embedded, employees who may be predisposed to dismiss sustainability as “the initiative of the week”, “tinkering around the edges”, or mere public relations will find it even easier to do so – certainly easier than fundamentally rethinking their operating methods and jobs.

source: ethicalcorp

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