

# KPMG Survey: Majority of Employees Want Employers to Actively Contribute to Sustainability

**A significant majority (67%) of the workforce believes it is important for their organization to actively contribute to sustainability. However, there is often criticism of the sustainability culture, as the actual practices do not always align with the proclaimed ambitions. This is one of the notable findings from a large KPMG survey conducted among a representative group of employees across various sectors in the Netherlands.**

## **Lack of Knowledge**

66% of respondents indicate that their organization has formulated sustainability goals, but they are unaware of the actions or initiatives being taken to achieve these goals. This lack of knowledge is cited by many respondents as the main reason for unsustainable behavior. Employees often know too little about their organization's sustainability rules and miss clear communication on this topic.

## **Support for Sustainable Behavior**

According to 60% of employees, sustainable behavior is not sufficiently encouraged. Only 47% of respondents feel genuinely supported by their organization to act sustainably, such as by providing enough charging stations for electric cars or reimbursing public transport costs. Additionally, only 1 in 10 respondents report that there are consequences for unsustainable behavior, indicating a clear shortfall in reinforcement and building support.

## **Empty Words**

Many employees feel that executives and directors do not adequately convey the importance of sustainability. Furthermore, many leaders do not always set a good example themselves. When it remains just empty words, it undermines the credibility of sustainability ambitions, leading to less intrinsic motivation among employees to contribute actively. As a result, a genuine sustainability culture is lacking in many organizations. For instance, commuting by gasoline car remains the most popular form of travel, and many documents are still printed single-sided. While employees notice significant waste separation, there is often no action taken to prevent food waste, such as distributing leftovers from organized lunches among colleagues. The survey highlights that the credibility of sustainability ambitions is closely linked to visible actions and behaviors, indicating much room for improvement.

## **"Do What You Say!"**

Angela Ruepert from KPMG Netherlands conducted the research. "This research shows how crucial it is to back up words with actions. Not only to the outside world but also by actively engaging employees. This strengthens intrinsic motivation among employees. In other words: do what you say! Only then can you achieve a truly embraced sustainability culture where you can continuously raise the bar and make an impact."

## **About This Research and the Week of Integrity**

KPMG Netherlands conducted this research for the Week of Integrity to explore the gap between sustainability ambitions and the daily reality within organizations. The Week of Integrity's theme this year is "Integrity in Sustainability," addressing whether organizations merely preach sustainability or genuinely integrate it into their operations. In other words, do they follow through with concrete actions? The survey is based on KPMG's scientific model, which includes eight dimensions influencing ethical and sustainable behavior within organizations. The Week of Integrity, organized by ICC, takes place from December 9 to 13,

2024. This year's theme emphasizes the crucial role of integrity in achieving the Sustainable Development Goals (SDGs).

For more information, visit <https://www.weekofintegrity.org/>.