



MEDIA RELEASE

**Embargoed until 5 June 2013
(World Environment Day)**

Workers more satisfied if employer invests in sustainability

With today marking World Environment Day, a new survey of Australian workers has revealed that over two thirds (68%) of respondents would feel more satisfied at work if their employer invested in sustainable practices, such as reforestation or offsetting pollution caused by vehicles.

More than half the respondents (55%) said they would be more likely to choose an employer if they were invested in sustainable practices, such as reforestation.

Greenfleet CEO, Sara Gipton, said the findings are a timely indication of the growing desire among employees to work for organisations that take environmental sustainability seriously.

“Employees increasingly expect their workplaces to show leadership through investment in socially responsible initiatives, such as carbon offsetting. Investing in sustainability is not just an investment in the environment; it is an investment in the satisfaction and retention of your workforce,” she said.

Greenfleet is an Australian not-for-profit organisation dedicated to helping the community reduce the environmental impact of travel, business and lifestyle choices by adopting low-carbon alternatives and reforestation. To date, Greenfleet has planted over 7.5 million trees, creating more than 350 native and biodiverse forests for Australians.

The survey also shows that almost 80 per cent (79%) of respondents said they worry about the future of Australia’s natural environment.

For more information on offsetting individual or corporate carbon emissions, visit www.greenfleet.com.au

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SURVEY RESULTS

To mark World Environment Day, Greenfleet conducted a survey of Australian workers with the following key findings:

- More than two thirds (68%) of respondents said they would feel more satisfied at work if their employer invested in sustainable practices, such as reforestation (planting trees) or offsetting pollution caused by vehicles.
- More than half the respondents (55%) said they would be more likely to choose an employer if they were invested in sustainable practices.
- Almost 80 per cent (79%) of respondents said they worry about the future of Australia's natural environment.
- More than 80 per cent (83%) want to do more to increase Australia's environmental sustainability.

Which environmental issue concerns you most (now or in the future)	OVER ALL
Pollution, e.g. caused by cars, or industry	28%
Extinction of native plants and animals	22%
Access to clean, drinkable water	18%
Access to clean oceans/ivers	5%
Damage to natural environment for the next generation	27%

Do you worry about the future of Australia's natural environment?	NSW	VIC	QLD	WA	SA	ACT	TAS	NT	OVER ALL
Yes	76%	83%	79%	77%	83%	77%	79%	86%	79%
No	24%	17%	21%	23%	17%	23%	21%	14%	21%

Do you want to do more to increase Australia's environmental sustainability?	NSW	VIC	QLD	WA	SA	ACT	TAS	NT	OVER ALL
Yes	79%	87%	81%	84%	90%	92%	88%	86%	83%
No	21%	13%	19%	16%	10%	8%	12%	14%	17%

Would you feel more satisfied at work if your employer invested in sustainable practices, such as reforestation (planting trees) or offsetting pollution caused by vehicles?	NSW	VIC	QLD	WA	SA	ACT	TAS	NT	OVER ALL
Yes	67%	67%	64%	69%	65%	65%	71%	57%	68%
No	33%	33%	34%	31%	35%	35%	29%	43%	32%

Would you be more likely to choose an employer if they were invested in sustainable practices?	NSW	VIC	QLD	WA	SA	ACT	TAS	NT	OVER ALL
Yes	54%	62%	51%	53%	61%	54%	50%	43%	55%
No	46%	38%	49%	47%	39%	46%	50%	57%	45%

Source: Pure Profile survey, May 2013
Sample size: 1001.