

## Employee Engagement, Sustainability, & Climate Solutions

We are inviting you to sponsor pioneering Benchmarking Research on **Employee Engagement, Sustainability, & Climate Solutions**. Invited company participants include the following industry sectors: Retail, Food & Agriculture, Electronics & Electrical Equipment, Outdoor Industry, Public/Government, Transportation, Energy, Aerospace, Manufacturing, Forest Products, Financial Services, IT/Communications, HealthCare, Engineering, Construction, Apparel, Resources/Materials, Chemical, Personal Care Products, Defense.

EKOS International is a leader in global benchmarking, strategic sustainability, world-class management practices, and employee engagement. **EKOS is designing an in-depth benchmarking study to assess best practices and "implementation lessons learned" of how companies engage the hearts, minds, and contributions of employees in sustainability and climate change initiatives.** Our goal is to understand how industry leaders are engaging line management, critical departments, and the entire workforce in sustainability or corporate social responsibility (CSR), documenting the program details and keys to success. This benchmarking will be a comprehensive investigation of employee engagement approaches used by global leaders in sustainability.

The study will answer questions such as:

- ◆ What bottom line results and benefits are leading companies achieving by engaging employees in sustainability & climate solutions? What intangible benefits are being achieved?
- ◆ What employee engagement techniques are companies using that target CSR and climate solutions?
- ◆ What strategies are effective for engaging employees in energy & waste reduction?
- ◆ How are companies creating a culture and practice of sustainability?
- ◆ How are sustainability leaders building their internal brand with employees?
- ◆ How are leading companies building sustainability into employees' direct jobs and broader roles?
- ◆ How are employees engaged in sustainability-driven innovation?
- ◆ What are the critical success factors to engaging employees in sustainability/CSR?
- ◆ How are companies going "beyond responsible to inspirational?"

Based on **EKOS Employee Engagement Framework 2.0™**, the study will explore much further than typical employee engagement inquiries, to examine organizational systems that build commitment and competence; look at how companies integrate sustainability and climate solutions into employee roles and responsibilities; and also discover examples of "Next Generation Engagement" - breakthrough ways of engaging employees in innovation and new business/venture development. Lorinda Rowledge, Ph.D. is leading this project.

**There are three ways to participate.** We are inviting a select group of leaders from each of the industry sectors listed above to be sector-leading sponsors. These **"Sector Leaders" will help shape the study and receive customized benchmarking research** reports that provide the in-depth story of how companies like 3M, Alcoa, British Telecom, Google, IBM, Sun Microsystems, Swiss Re, and Wal-Mart engage employees in sustainability and climate solutions.

At a one-step-higher level, **"Engagement Champion" companies**, in addition to this customized research, will also receive three additional sets of services designed to help achieve breakthroughs in your employee engagement: a comparative assessment of your company's employee engagement practices in sustainability/CSR compared to Global Best Practices, an internal survey assessment of your employees' engagement in CSR, and 5 days of intensive planning and implementation consulting. Both **Sector Leaders and Engagement Champions** will refine the research goals, help target companies to be benchmarked, and receive briefing papers, an Executive Summary, and a Full Report of the research results. EKOS senior consultants will present the study results and also lead a planning workshop on-site for your managers to develop strategies for optimizing employee engagement in sustainability in your company. All Research Sponsors and Engagement Champions are invited to four facilitated virtual meetings (one per quarter) to share insights and success practices in your own organizations, examine the research results, and dialogue about optimizing employee engagement and sustainability.

**Finally, you may choose to be simply a "Research Sponsor" company**, receiving all the research reports, the on-site presentation of the research results to your managers, and quarterly network participation. A table summarizing the three levels of sponsorship and participation in this benchmarking study is below.

We would be thrilled to work with you on this important project. Please contact any one of us to schedule a phone conversation or in-person meeting to discuss this. We can be reached at 206 232 4000.

Sincerely,

Lorinda R. Rowledge, Ph.D.  
Partners & Co-founders

Russell S. Barton, Ph.D.

Cynthia L. Figge

## EKOS Employee Engagement & Sustainability Benchmarking Study: Levels of Sponsorship

**RESEARCH SPONSOR \$3,500** Includes on-site Presentation of Benchmarking Results to your managers; Full Report on Benchmarking Research on Best Practices & Approach to Implementation; Executive Summary of Employee Engagement & Sustainability Benchmarking Research Findings; two EKOS Insight Summaries: The Bottom Line of Employee Engagement, and Employee Engagement & Sustainability: Leveraging the Synergies of Employee Engagement, Corporate Responsibility, & Climate Solutions; and, participation in the Employee Engagement & CSR Network Quarterly Virtual Collaborative Dialogue Sessions.

**SECTOR LEADER \$9,500** Includes input into the research questions and design, as well as an on-site planning workshop on Employee Engagement & CSR/Sustainability, in addition to the "Research Sponsor" benefits of on-site Presentation of Benchmarking Results to your managers; Full Report on Benchmarking Research on Best Practices & Approach to Implementation; Executive Summary of Employee Engagement & Sustainability Benchmarking Research Findings; two EKOS Insight Summaries: Bottom Line of Employee Engagement, and Employee Engagement & Sustainability: Leveraging the Synergies of Employee Engagement, Corporate Responsibility & Climate Solutions; and, participation in the Employee Engagement & CSR Network Quarterly Virtual Collaborative Dialogue Sessions.

**ENGAGEMENT CHAMPION \$29,500** A select group of companies are choosing to be "Employee Engagement Champions" in the emerging area of employee engagement and sustainability. In addition to all the benefits of Sector Leaders, EKOS provides these Engagement Champion companies with three additional services to achieve breakthrough in your employee engagement: (1) a comparative assessment of your company's employee engagement in sustainability relative to global best practices, (2) a Sustainability Engagement survey administration, analysis, and report, and (3) Five Days of customized planning and strategic consulting.

	RESEARCH SPONSOR	SECTOR LEADER	ENGAGEMENT CHAMPION
	\$3,500	\$9,500	\$29,500
<b>RESEARCH LEADERSHIP/CUSTOMIZATION:</b> Input into Research Design, Shape Questions & Choice of Benchmarked Companies		√	√
<b>EKOS INSIGHT SUMMARY:</b> The Bottom Line Impact of Employee Engagement Approaches	√	√	√
<b>EKOS INSIGHT SUMMARY:</b> Employee Engagement, Sustainability, & Climate Solutions	√	√	√
<b>FULL RESEARCH REPORT</b> Benchmarking Employee Engagement in Sustainability Best Practices & Approach To Implementation	√	√	√
<b>EXECUTIVE SUMMARY</b> Benchmarking Research On Best Practices & Approach To Implementation	√	√	√
<b>EMPLOYEE ENGAGEMENT/CSR NETWORK</b> Quarterly Virtual Collaboration Sessions	√	√	√
<b>RESULTS PRESENTATION:</b> Employee Engagement & Sustainability Benchmarking Results	√ (On-site)	√ (On-site)	√ (On-site)
<b>PLANNING WORKSHOP:</b> Half-Day Workshop of Strategies for Employee Engagement & Sustainability/CSR		√	√
<b>COMPARATIVE ASSESSMENT:</b> In-Depth Analysis of Your Company's Employee Engagement in Sustainability Practices Relative to Global Best Practices			√
<b>INTERNAL SURVEY of YOUR EMPLOYEES' ENGAGEMENT IN SUSTAINABILITY:</b> Survey Design, Administration, Analysis, & Report			√
<b>CONSULTING:</b> 5 Days of Customized Planning and Strategic Consulting to Optimize Your Employee Engagement in CSR/ Sustainability/Climate Change			√

Travel expenses for presentations, workshops, and consulting are additional, invoiced at cost.

Internal survey includes stratified random sample of up to 100 employees. There is a nominal charge for surveying additional employees.