



## Employee Sustainability Survey Template + [now includes 7 culture and well-being questions]

### HOW TO USE THIS TEMPLATE

This is a customizable sustainability survey template. The questions are designed to help your company:

- ▶ Demonstrate how the organization influences and is influenced by expectations and perceptions about sustainability.
- ▶ Identify opportunities to address the barriers and benefits of integrating sustainability across our operations.
- ▶ Develop recommendations for policies, programs, and practices that support our sustainability vision and strategy.
- ▶ Evaluate basic employee wellbeing and company culture\* (when adding well-being and culture questions)

Often times our members find this to be an extremely useful exercise because the results help show exactly how employees embrace and perceive sustainability. This allows a company to create a strategy better aligned with reality.



PSC hosts this survey in a web based platform that we can administer for you. Additionally, we can help ensure survey data remains anonymous which can ensure you get a more honest and accurate picture.

## Recommended Introduction Language

We are conducting this survey to identify sustainability opportunities and benefits. As an employee we need your feedback to help us better understand and integrate sustainability across our business. The survey will take approximately 10-15 minutes to complete. The goals of the assessment are:

- a) Demonstrate how the organization influences and is influenced by expectations and perceptions about sustainability.
- b) Identify opportunities to address the barriers and benefits of integrating sustainability across our operations.
- c) Develop recommendations for policies, programs, and practices that support our sustainability vision and strategy.
- d) Evaluate basic employee wellbeing and company culture\* (Use this only if adding well-being and culture questions)

You have the right to not answer particular questions if you desire, add comments about specific questions, or to ask for clarification. Your answers are confidential.

## Sustainability Survey Questions

1) What company do you work for?

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2) What does it mean to you for a business to be "sustainable"?

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3) How would you describe your personal interest in sustainability?

( ) Enthusiastic  
( ) Neutral  
( ) Against  
( ) Not enough knowledge

4) On scale of one to five, how important do you think sustainability is to our company's overall business success (1=Very Important, 5=Not Important?)

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5

5) What areas of our business do you think would be most positively impacted by sustainability? (Pick Three)

[ ] Cost reduction  
[ ] Increase sales  
[ ] Customer perception  
[ ] Consumer marketing  
[ ] Employee attraction/retention  
[ ] Brand value  
[ ] Risk reduction  
[ ] Future growth  
[ ] Attract investment dollars

6) On a scale of one to five, how important do you think sustainability is to our customers or consumers? (1=Very Important, 5=Not Important)

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5

7) How important do you feel the following areas are for our company's sustainability program?

\*\* Note for Certifications category below:

- LEED (Leadership in Energy & Environmental Design) is a “is a green building certification program that recognizes best-in-class building strategies and practices” developed and administered by the US Green Building Council.

Sustainability Area	Not Important	Neutral	Important	Not Sure
Sourcing	( )	( )	( )	( )
Waste and Recycling	( )	( )	( )	( )
Resource Efficiency (Energy, Water)	( )	( )	( )	( )
Certifications (e.g LEED, B Corp)	( )	( )	( )	( )
Community Programs and Philanthropy	( )	( )	( )	( )
Branding/Marketing	( )	( )	( )	( )
Company Governance	( )	( )	( )	( )
Employee Engagement	( )	( )	( )	( )

- B Corps (Benefit Corps) are “certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency”.

8) In what sustainability areas is our company performing well or making valuable progress?

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9) What sustainability areas are missing or contain gaps?

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10) What goals would you like to see our company achieve with regard to sustainability?

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11) Through what sustainability lens should our company prioritize its goals (Pick Three)?

Financial: Payback/cost savings/positive margin impact, Investment Funding available, Return on Investment

Brand: Positive consumer perception, positive customer perception, maps directly to organization values, increased sales

Environment: Greenhouse Gas reduction, reduce energy and water, reduce waste

Social: Supports the communities in which we operate, educates and/or empowers employees, makes the workplace healthier/safer, makes a meaningful contribution to pet-related non-profits

Feasibility: Company Buy-in (champion and/or opposition), does it fit within our culture, are needed resources available, priority rank

12) What do you consider to be the major risks in our industry related to sustainability (Pick Three)?

- Consumer Expectations: Continuously evolving and shaping the shopping experience, consumers are increasingly selecting brands that are sustainable.
- Sourcing: Customers and consumers are starting to demand lower impact ingredients and transparency in supply chains, especially regarding protein and GMO's.
- Climate Change: Poses real long term risks to business models tied to agriculture (e.g: disrupting the supply chain, extreme weather events, rising energy costs).
- Health and Safety: Diverse groups of stakeholders are turning their attention to the health and safety of their pet's nutrition, especially regarding pet obesity.
- Animal Welfare: Organizations have succeeded in raising the profile of their concerns and exposing companies who are not addressing the issue.
- Financing and Investment: Traditional sources of capital have recognized the value of sustainability and are including sustainability in funding and lending calculations.

13) How important is it that your company strives to have a positive impact on the environments and communities where you do business?

- Important
- Neutral
- Not Important
- Not Sure

14) What types of engagement programs would you most likely participate in?

- Health & Wellbeing
- Rewards & Recognition
- Charitable Giving
- Volunteering
- Diversity & Inclusion
- Environmental Efficiency

15) Has our company effectively communicated relevant roles, responsibilities, and accountabilities to employees in support of the company's long-term sustainability commitment?

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16) How strongly do you feel our company is committed to sustainability?

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17) What barriers do you feel constrain our company's commitment to sustainability?

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18) What would encourage you to engage more in sustainability?

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## General Employee Engagement and Wellbeing [optional add on questions]

This section of the survey seeks to gauge general employee engagement and the state of employee wellbeing, an important part of being a sustainable company.

19) Do you feel like you have opportunities to apply your greatest skills and talents at work?

- Never
- Rarely
- Sometimes
- Often
- Always

20) Do you feel inspired to meet your goals at work?

- Yes, consistently
- Yes, sometimes
- Yes, but not often
- No, at least not genuinely
- No, not at all

21) Does your supervisor, or someone at work, seem to care about you as a person?

- Yes, consistently
- Yes, sometimes
- Yes, but not often
- No, at least not genuinely
- No, not at all

22) In the last year, have you had opportunities to learn and grow?

- No (never)
- Rarely (once a year)
- Occasionally (twice a year)
- Frequently (at least once per quarter or more)

23) How you rate your overall satisfaction with your work?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

24) How well does your company treat its employees?

- Really Well
- Pretty Well
- Not Great
- Terrible

25) Do you feel that our company is making a positive impact on the world?

- Yes
- No

### **Recommended closing remarks**

Thank you for taking our survey. Your input about our sustainability efforts and engagement with you as employees is very important to us and we appreciate your time and thoughts.