

# HOW GRASSROOTS SUSTAINABILITY INITIATIVES CAN BE FACILITATED IN THE CORPORATE SECTOR

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## BACKGROUND

- Sustainability practices, like Reuse Seattle, are gaining increased attractiveness in the corporate sector (Figure 1)
- However, implementation strategies (top-down vs bottom-up) may determine their success
- Grassroots (bottom-up) efforts could create greater dedication and engagement
- My research aims to uncover factors that encourage grassroots sustainability initiatives

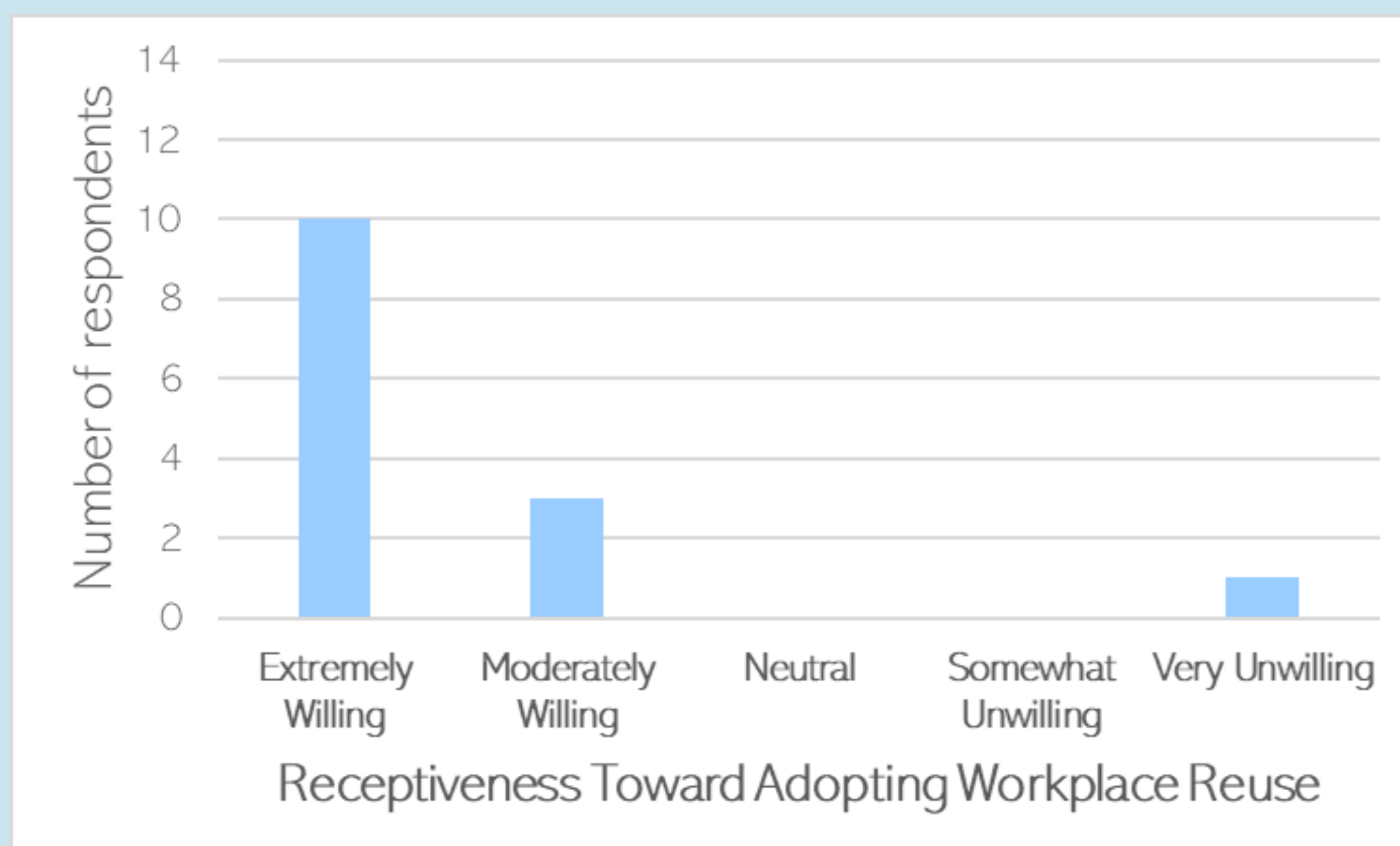


Figure 1: This chart reflects the willingness of 14 entry/mid-level employees to adopt Reuse Seattle, a reusable serviceware (food and beverage containers) system, at their workplace

## RESEARCH QUESTION:

WHAT FACTORS FACILITATE GRASSROOTS SUSTAINABILITY INITIATIVES AND EMPLOYEE ENGAGEMENT WITHIN COMPANIES?

## INTERNSHIP & METHODS

- Interned with Seattle Public Utilities' Reuse Seattle team
- Conducted 6 Zoom interviews with senior-level corporate leadership
- Created an online survey on broader employee experiences with company sustainability

## RESULTS

- Mix of top-down and bottom-up sustainability strategies which can be influenced by:



- For more effective communication and personalization, companies could tap into employee motivators (Figure 2)

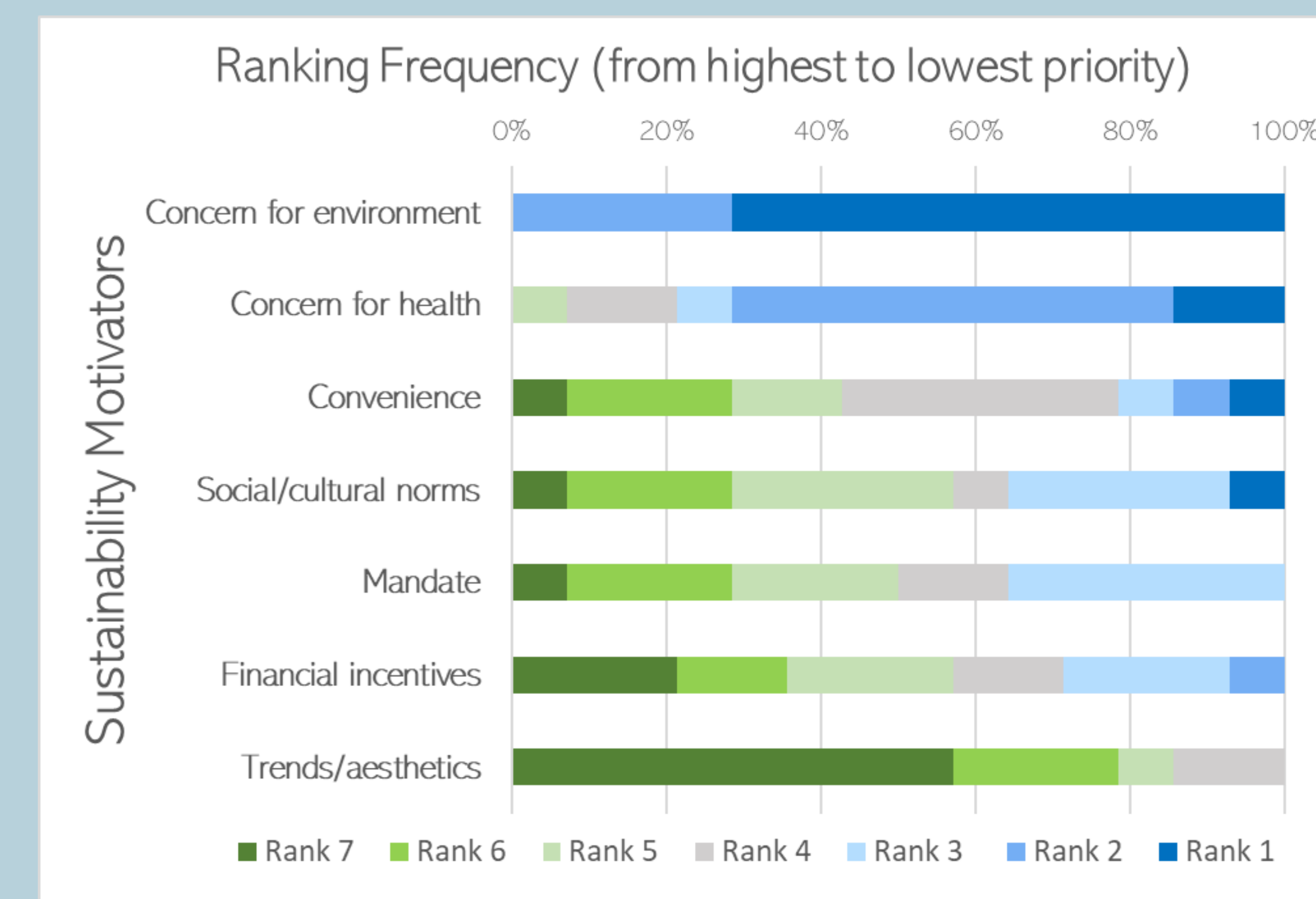


Figure 2: Survey ranking frequencies of entry/mid-level employees' sustainability motivators (14 responses)

## BROADER IMPLICATIONS

- Employee-led initiatives may be linked to employee engagement with sustainability practices
- With greater engagement, the implementation of Reuse Seattle or other sustainable practices may have better success
- The success of Reuse Seattle can influence other companies to take similar steps toward a more sustainable workplace

## KEY TAKEAWAYS

- As companies implement sustainability practices, like Reuse Seattle, employee receptiveness will be important to consider for its success
- Organizational and employee-led sustainability engagement may be influenced by a variety of factors (Figure 3)



Figure 3: Themes from senior-level leadership interviews. Themes of "communication/education" and "work culture" were also discussed in the literature I reviewed.

## ACKNOWLEDGEMENTS

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