

WORKING HARD OR HARDLY WORKING? HOW TO INCREASE EMPLOYEE ENGAGEMENT WITH SUSTAINABILITY

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BACKGROUND

- Greenwashing, or false environmental advertising, has become a problem for companies that are trying to be more sustainable
- To avoid concerns of greenwashing, companies need to focus on internal and external sustainability efforts
- One way to increase internal efforts is through gaming applications that promote sustainable actions
 - GetGreen is an app that gives the user points for partaking in sustainable actions

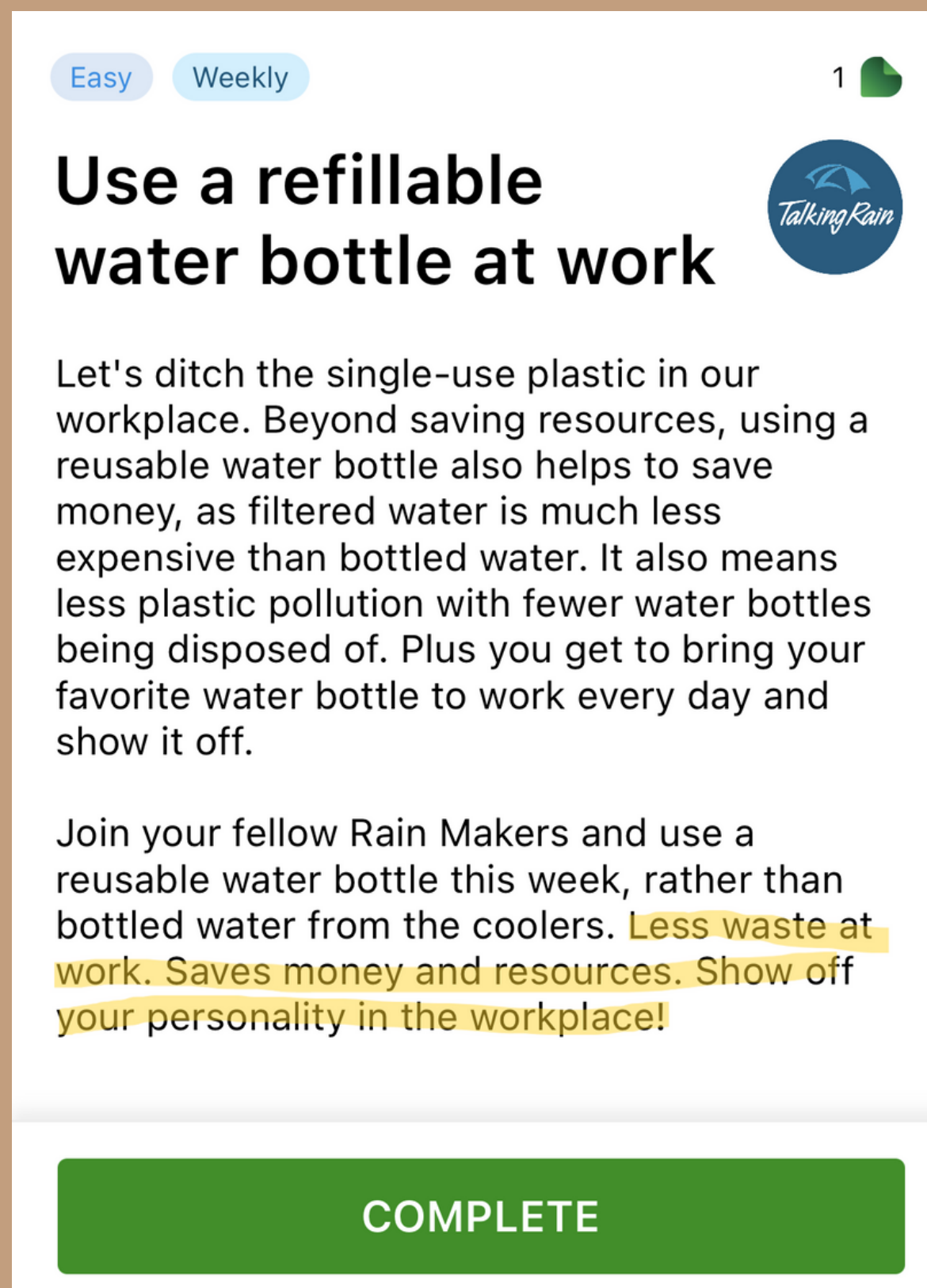


Figure 1. A task on the GetGreen app for Talking Rain employees to partake in a sustainable activity. Once a task is completed, the user clicks complete and is awarded with leaves.

RESEARCH QUESTION

- How can a company use gamification to increase employee engagement with sustainability initiatives?

INTERNSHIP & METHODS

- Created GetGreen tasks relevant to Talking Rain employee expectations based on past survey results
- Interviewed employees on sustainability in the workplace and their thoughts on the app
- Conducted literature review on gamification and employee engagement

RESULTS

- Engagement with GetGreen stayed at constant use throughout the month of August, see figure 2.
 - Prizes seemed to be effective
- Interview findings show most employees believed the company was on the right track towards **value alignment by partnering with GetGreen**
- Using GetGreen specifically meant employees **didn't have to spend any extra money** to focus on sustainability
- Literature review showed that **gamification made sustainability more accessible** in the workplace
- Gamification lets employees explore sustainability goals without too much time away from their lives since it's **low commitment**

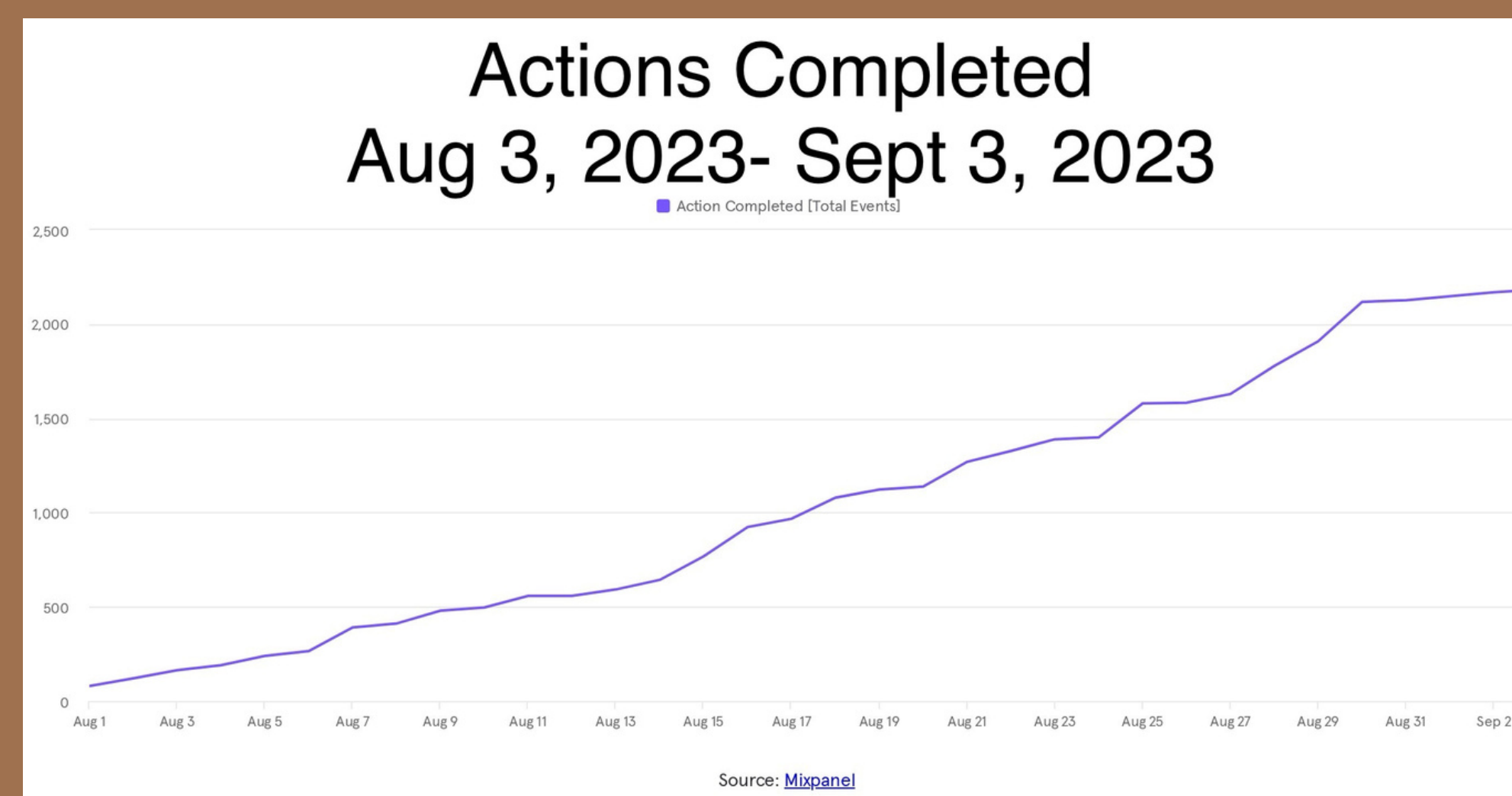


Figure 2. In order to keep engagement with GetGreen high, incentives were offered for the month of August. Employees seemed receptive as can be seen by the graph showing an upward trend in accumulated actions being completed by Talking Rain employees, dying down in September by the end of the incentive run.

How do Talking Rain's sustainability efforts align with your values or beliefs about sustainability?

"Just using the app and getting people involved is a great way... that's a win, so it aligns with what I'm trying to do."
-Talking Rain Employee

ANALYSIS

- Through employee actions, companies can increase their internal sustainability and reduce their chances of greenwashing
- Gamification is effective in engaging employees in sustainability
- Gamification contains a spillover effect into personal lives, giving rise to sustainable citizens, not just employees

SIGNIFICANCE

- Companies are able to attract consumers who are worried about the environment
- Through the workplace, employees can become advocates for sustainability
- Gamification turns sustainability into something fun rather than something to worry about

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