

People with Purpose

How to attract and inspire employees
with a plastic neutral workforce

Salary: *not enough.*

Pension: *not enough.*

Perks and ping-pong tables: *not enough.*



Employers start facing challenges - are you ready?

It's predicted that by 2025, millennials (also known as Generation Y) will make up about 75% of the workforce. With Gen Z right behind them, **young professionals have their eye on a different prize: the future of the planet.** Sustainability weighs heavily and they take their choices very seriously – and that includes the companies they choose to work for.

Research shows, **they're looking for employers who can help them make a difference.**

71%

of workers now consider a company's environmental record when deciding on an employer.

64%

of Millennials won't take a job if the employer doesn't have a strong CSR policy.

88%

would be more loyal to a company that helps them contribute to social and environmental issues.

68%

expect companies to take the lead in shaping a more sustainable future.

Sources: Forbes, Gallup Cone Communications EY Consumer Index - June 2021

Take steps towards sustainability they can feel part of and see working. Do this, and HR will deliver business growth to match any department in your enterprise.

Give your people purpose: join CleanHub

CleanHub is greentech devoted to saving the world from plastic pollution. We've already stopped more than 2000 tonnes of plastic reaching the ocean since 2020.

By investing in our cause, brands can neutralize their employees' plastic footprint, enhance their CSR credentials and engage employees' hearts and minds with something they care deeply about.



"People really care about plastic waste: 64% of people are personally cutting back on single-use plastics."

Source: Deloitte

Why CleanHub meets the employer branding challenge:



It's relevant:

your people already care about plastic and want to help.



It's greenwash-proof:

you can verify impact and show evidence.



It's immediate:

kicks in fast and makes a real difference within days.



It's global:

aligns with millennials' sense of identity as global citizens.



It's smart:

digital natives expect technology to solve problems.



It's efficient:

a simple, fresh, clear-cut, tech-enabled solution.



It's human-centered:

improves the lives of local communities.

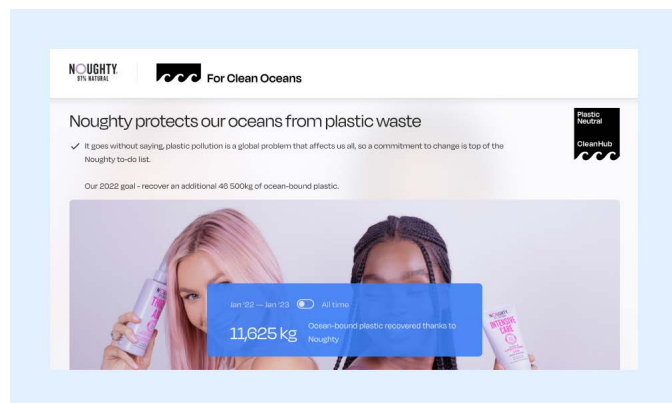


It's root cause:

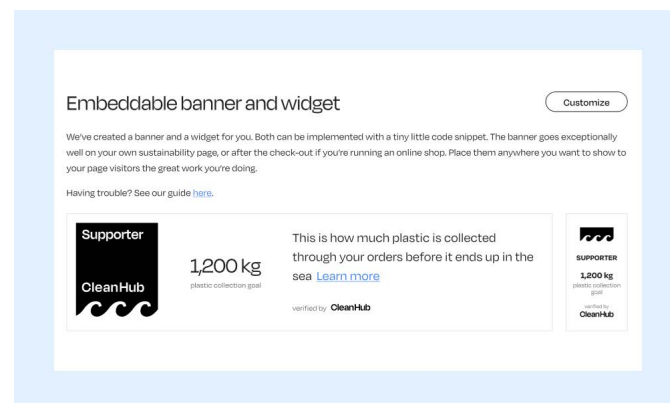
focus on plastic pollution reduction, as well as recovery.

People really feel part of it with CleanHub

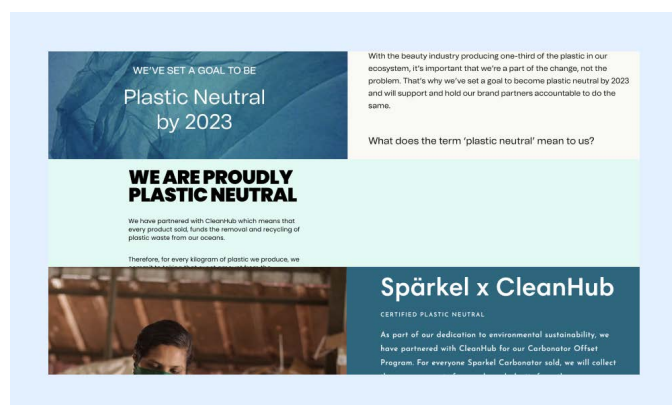
You get a complete communications toolkit when you join our community of supporting brands. Not only will you change the planet for the better, but you'll also attract new recruits, inspire employees and win visibility for HR among senior stakeholders.



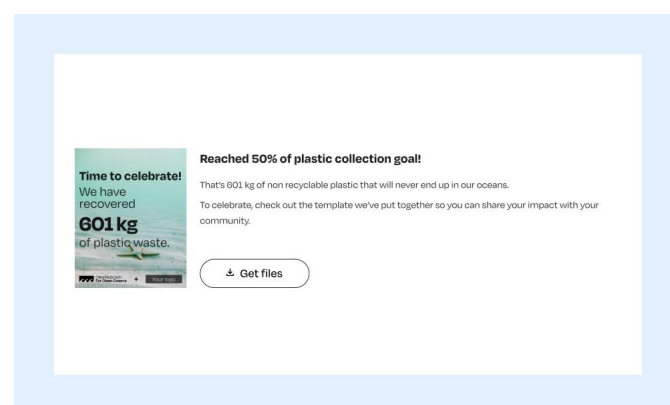
1. You get access to your CleanHub Impact Report which allows you to live track every kilo of plastic waste you are supporting.



2. We send you a simple line of code to add an Impact Tracker widget to your recruiter portal/ intranet to show the plastic you're saving in real-time.



3. Your Impact Report helps you outline your commitment and sustainability goals. Use this in your employee, recruiter, and stakeholder communications.



4. We notify you of when you hit important milestones, give you access to a feed of shareable, up-to-date content covering the CleanHub community.



5. We provide you with photos and videos of waste collectors on the ground. Share these on internal and social channels to celebrate and inspire.



7. We invite you to take part in regular international environment Awareness Days like World Oceans Day. Join in and create a buzz employees will love.



6. In recognition of your plastic impact, you get the CleanHub Trust mark to add to physical or digital products, email signatures, and more.

	Sam Johnson Collection goal: 1200kg
	Hannah Lane Collection goal: 875kg
	Jaime Prado Collection goal: 900kg
	Sandra Brown Collection goal: 1500kg
	Angel Haust Collection goal: 900kg
	Linh Pan Collection goal: 700kg

8. Our communication experts can help you come up with fun ways to engage employees and candidates e.g. collection targets per employee.

CleanHub

Time for a 10-minute chat?

We'd love to show you how other HR teams and people leaders are using CleanHub to attract talent, retain staff and keep our planet clean and safe.

Get in touch with our team at:

sales@cleanhub.com



CleanHub.com
For Clean Oceans