



2024 Americas Global Employer Services Summit

Orchestrating the intersection of climate, equity, and the global workforce



DEFINING SUSTAINABILITY

**MEETING THE NEEDS OF THE PRESENT WITHOUT
COMPROMISING THE ABILITY OF FUTURE GENERATIONS
TO MEET THEIR OWN NEEDS**

United Nations Commission, 1987

Many organizations are focused on sustainability and are preparing themselves to be around indefinitely, and those that are not may be giving themselves an expiration date



Introductions



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Addressing climate change is a growing imperative



An Impending Climate Crisis

Organizations can play a pivotal role in transforming systems and ways of doing business to protect Earth's natural processes, biosystems, and resources and help address the impacts of climate change. The sooner organizations take actions to address climate change, the greater impact they may have at a lower cost to avoid the most severe outcomes.

50%

Leading science says we **need to halve emissions by 2030** and reach net zero by 2050 to **avoid the most catastrophic impacts of climate change**¹

\$14.5T

Analysis suggests that **insufficient action** to address climate change could **cost the United States \$14.5 trillion over the next 50 years**¹

\$43T

Our research suggests that **coordinated climate action** could increase the size of the world economy by **\$43 trillion from 2021-2070**²

A Social Equity Awakening

Organizations are being held accountable for advancing diversity, equity, and inclusion to increase access, opportunity, and resources for underserved groups and eliminate historical systemic barriers. We are moving into a new era of heightened awareness, understanding, and expectation for action around social equity and impact.

94%

of CEOs report that **diversity, equity, and inclusion (DEI)** are **strategic priorities** for their role³

\$210B

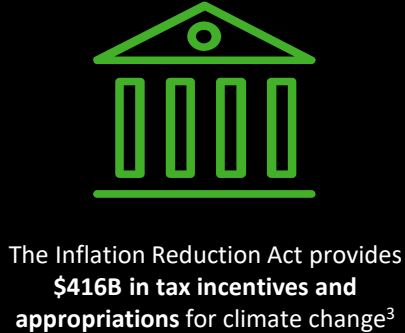
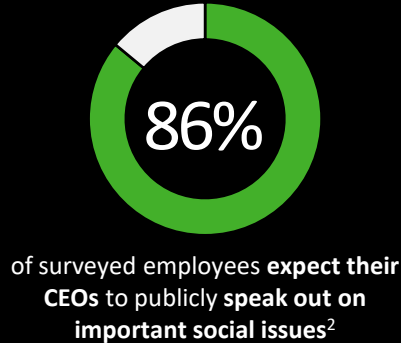
In **public DEI commitments** made by major corporations⁴

300M+

Our research suggests **that 300M+ jobs** can be created by 2050 through transition to a net-zero global economy²

Climate and equity are inextricably linked: The World Bank estimated between 32 million to 132 million additional people will be pushed into extreme poverty by 2030 due to climate change⁵

Embracing sustainability, climate, and equity within and outside your four walls can drive value for your stakeholders and your bottom-line



BRAND AND REPUTATION	SALES AND INNOVATION	CAPITAL ACCESS AND MARKET VALUATION	WORK, WORKFORCE, AND WORKPLACE	RISK MITIGATION	ECONOMIC IMPACT
Brands with strong purpose were 6x more likely to be protected in the face of negative publicity ⁵ 58% of organizations with inclusive business cultures and practices are more likely to improve their reputations ⁶	Sustainability-marketed products, compared with conventionally marketed products, saw a 28% premium ⁷ Highly inclusive companies are more likely to hit their financial target goals by up to 120% ⁸	ESG-focused brands had, on average, 4x higher EBITDA valuations ⁹ More diverse companies average 19% higher innovation revenue ¹⁰	78% of people would prefer to work for a sustainability-driven company ¹¹ 40% of employees would likely quit their jobs if their company did not prioritize addressing social or racial injustice ¹²	15% of companies would be unprofitable if accounting for the environmental damage they caused ¹³ 800M+ global jobs have a high vulnerability to climate extremes and economic transition impacts ¹⁴	The U.S. economy could gain \$3 trillion over the next 50 years if it accelerates towards a path of low-emissions growth ¹⁵ Not addressing key racial gaps has cost the American economy \$439M over the past two decades ¹⁶

Sources: 1) Governance & Accountability Institute, 2) Monitor Deloitte The Purpose Premium, 3) Policy & Government Relations Inflation Reduction Act 4) SEC Climate Placemat 5) Zeno Unveiling The 2020 Zeno Strength of Purpose Study, 6) [International Labour Organization](#), 2019 7) NYU Stern CSB, CSB Sustainable Market Share Index 8) Forbes, 2021 9) [Milano, Tomlinson, Whately & Yigit](#) The Return on Purpose, 10) Harvard Business Review, 2018 11) [Porter Novelli](#) Purpose Perception Implicit Association Study, 12) The Benevity Racial Justice and Equity Survey, 2021 13) HBR How to Measure a Company's Real Impact 14) Deloitte The Turning Point Report 15) Deloitte Work Toward Net Zero, 16) [Coqual](#), 2020

Find additional information about how purpose creates value in [The Purpose Premium](#) report

Global Mobility's Role in Diversity, Equity, and Inclusion



51% of organisations expect requests for mobility to increase⁴

AND EXPECTATIONS FROM GLOBAL MOBILITY CONTINUE TO EXPAND



A talent shortage of
85 million+
people in the top 20
economies, requiring
talent to be sourced
globally²



A more ethnically and
racially diverse global
workforce than ever
before as Gen Z and
millennials will make up
approx. **58%** of it¹



Career decisions made
base on personal values.

44% of Gen Zs and
37% of millennials
have already rejected
assignments due to ethical
concerns³

The impact of sustainability on the mobility industry



UNDERSTANDING THE IMPACTS OF MOBILITY

Increased consumer demand for sustainable solutions around how employees, their families and their belongings are moved across the globe



PACKAGING PREDICAMENT

Choice dictates multiple facets of relocation, particularly in the movement of goods and understanding corporate and employee choice are critical



CONNECTED MANUFACTURING

Manufacturing retrofits for modernizing facilities, increasing productivity, and creating energy efficiency



TRADE OFFS

Understanding how adjustments in assignment benefits to achieve organizational sustainability goals may impact the talent experience



PROCUREMENT'S ROLE IN VENDOR SELECTION

The sustainability questions embedded in RFPs are being driven by procurement and part of the challenge is to understand whether these support organizational climate goals



ASSIGNMENT POLICY DESIGN

Ability to navigate sustainability goals by reviewing and designing assignment policies that fit into broad talent goals



SUSTAINABLE CONSUMPTION & EDUCATION

New consumption models centering on minimizing the impacts on the environment and educating the consumer (from organization to employee) around how their choices interplay with these impacts



IN SUMMARY...

We know what is needed to achieve net-zero emissions in the future and need to accelerate these actions in parallel to make measurable progress

Questions?





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