

5 ways your team is creating unseen positive impact during the pandemic

While we may have channelled Sisyphus rolling a huge boulder endlessly up a steep hill more than once over the past two years, now is the time to stop, prop up the boulder and celebrate how far we've come. Even if there have been multiple struggles and few wins, I'm certain there are some pretty big actions that your company is already taking to do good in the world, that you may have overlooked.

But why are you bringing this up, you ask? Well, now is *the moment* of all moments to shout about your company's positive impact. Since the pandemic started, citizens all over the world are increasingly considering their carbon footprint and the global impact of the companies they buy from. At work, employees and freelancers have been given time to think about what really matters to them, and are prioritising finding new meaningful, flexible and forward-thinking work environments; around 76% of millennials consider a company's social and environmental commitments before deciding where to work. Positive impact is no longer a 'nice-to-have', but an essential element for any modern team.

So are you ready to see some of the ways that your company is probably acing it already? Read on (and grab a virtual cookie for each positive answer!).

To infinity, and beyond!

What is your company mission statement? Before you lose interest, stick with me here. Company mission statements used to be primarily focused on profit and breaking sales targets. Nowadays, they are increasingly centred around solving an environmental or social issue, more often than not drawing inspiration from the 17 United Nations 'Sustainable Development Goals' (SDGs).

And believe it or not, a purpose-led mission statement does actually affect your employees. At companies that have clearly defined and communicated how they create value, 63% of employees say they're motivated (versus 31% at other companies) and 65% say they're passionate about their work (versus 32% at other companies). And this is even more relevant now during the pandemic – in a recent jobseeker survey, 89% wanted a career with a clear sense of purpose (up from 71% in 2015), with 73% saying that their reflection time during the pandemic has made them reevaluate their path.

Do-Good Checklist: Is your mission statement based on one of the 17 SGDs, or their 169 targets? If you're not sure, check them out here. If yes, virtual cookie for you!

Local, Global – or Glocal?

You've probably heard a million acronyms and buzzwords like CSR (corporate social responsibility), ESG (environmental, social and corporate governance), perhaps a few P's (people, planet, purpose), or responsible business.

When we talk about impact, we tend to focus less on where sales are made or where we have country managers, and more about where our mission is doing it's work. Does your impact reach a local, national, transnational or global scale? Do you have partnerships with mission-led organisations on the ground in other countries?

Do-Good Checklist: Think about how far-reaching your mission is, and give yourself an extra cookie for each level of reach (local, national, international).

Planet prospects

Climate change is the biggest challenge our society faces today. It can be overwhelming to think about the Paris Climate Agreement, Extinction Rebellion missions, or the resurgence of renewable energy and 'green politics'; but organisations don't have to tackle climate issues every day to make an impact. There are other ways to adapt how we work to be conscious of the environment. Small steps can make a *big* difference.

First of all, does your company have planet friendly policies which are formalised in any way, and secondly, how are these actually turned into actions to minimise environmental impact? Any activities that reduce the impact of your company's business activities, or how your team works in the office or at home, count!

Do-Good Checklist: Do you have planet-friendly policies (for your business activities, and/or employees)? Do they need updating? Write down all the ways your team puts these into action, such as recycling goals, reducing flights for the team, or

similar. Cookie for each!

Flexi flexibilities

While homeworking came as a shock to many, it's quickly become the norm. But why does this create a positive impact, you ask?

Flexible working is the new hot commodity for employees. When asked what the most appealing work benefits were for job candidates, the top 3 were all related to flexible working. Three quarters (74%) of professionals said that a flexible working location is the primary barometer they use when assessing whether or not they'd be interested in a new role. Then, 3 in 5 people (60%) said flexible working hours was the most important factor, and 43% chose a 4-day working week. Unsurprisingly, work-life balance and mental wellbeing are a big part of this flexi movement, covering everything from mental health days, to time for 1-1 wellbeing coaching.

From an environmental perspective, less commuting means less greenhouse gas emissions. For instance, Global Workforce Analytics has estimated that if everyone in the US who works in an office worked from home just half of the week, this would reduce emissions by 54 million tons per year. Of course energy use at home should be taken into account for remote work, too. Oh, and you're probably printing less at home too - one study recently estimated that remote workers are saving 247 trillion sheets of paper, or 16 trillion trees a year.

Do-Good Checklist: Do you allow remote or flexi work policies for your team, and offer recommendations for teleworking? If yes, extra cookies for you!

Brainstorm showers

The world needs organisations to do things differently. Innovation is more than just a quirk of originality though – it inspires the world and sparks progress by providing creative solutions to pervasive problems.

There is an element of real excitement about working somewhere which throws a spanner in the machine and builds a truly unique solution from scratch. It celebrates the different, the unique, and the damn-right whacky concepts that inspire us.

Do-Good Checklist: Is your company doing things differently through your methods, customers, operations, HR or business practices? Or perhaps you go further – you're highly disruptive and have a completely unique approach to solving a problem in your industry.

So – how many cookies did you put in the company jar? Hopefully this list has got you thinking about the ways that your team is already rocking it, and why you deserve a collective pat on the back.

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If you'd like to shout about your organisation's impact, applications are now open for The Escape 100, a list spotlighting the top mission-led organisations in 2022. It's free to enter and winners get accreditation, visibility and a prize package! Apply before 18 February. Good luck!

Nominations now open

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