

6 Easy Strategies to Attract Top Sustainability Talent

Searching for the right person to bring sustainability (literally!) into your team may be a challenge, but it's certainly not impossible.

The right sustainability expert is a valuable asset to both your team and the company's long-term development. Therefore, the selection process should focus on attracting the right fit rather than just choosing from a pile of resumes.

After conversing with more than 200 HR professionals who are currently working on hiring a sustainability expert, we have compiled a list of their all-time best practices when it comes to recruitment of green skilled professionals.



Data-Driven Hiring: Why Sustainability Matters to Your Ideal Candidate

Newer generations, particularly Gen Z and Millennials, are now the majority of the workforce and have distinct values regarding their career choices.

According to recent studies, **75% of Millennials** say they would take a pay cut to work for a company that aligns with their values, while **77% of Gen Z** prioritise working for organisations committed to environmental sustainability.

These generations don't just want a paycheck; they want purpose. They actively seek out companies whose values resonate with their own, especially in areas like sustainability, diversity, and social responsibility.



Candidates looking for sustainability roles are typically well-educated, passionate, and eager to make a positive impact on the planet. They care deeply about whether your company is genuinely committed to sustainable practices and not just using it as a marketing tool.

They appreciate transparency, clear sustainability goals, and concrete actions that reflect your company's mission.

By aligning your values with the expectations of these generations, you'll not only attract top sustainability talent but also foster a work culture that thrives on purpose and progress.

1 **Acta non verba: Build Your Hiring Strategy on the Company's Commitment to Sustainability**

Sustainable practices not only benefit the company but also help candidates identify with a business that shares the same values and beliefs.

Candidates are more likely to be interested in a company that actively engages in sustainability efforts.

By showcasing your company's commitment to sustainability, you demonstrate a shared purpose.



E.g. Help your employees build sustainable habits

Since a significant portion of pollution comes from daily commuting, finding solutions to reduce its impact is crucial. With commuting being such a challenge today, anything that makes getting to work easier will be seen as a major benefit.

There are several ways to address this, from organizing your own carpooling groups and tracking their success to using a **commuting app**, which takes care of the logistics for you and simplifies the process.

With a commuting app, you get to show off your real sustainability efforts in the company, so why not add it to your list of perks? It's the kind of thing that grabs attention and makes candidates even more excited to join your team.



According to a report from Forbes, employees are increasingly willing to trade a higher salary for a shorter commute. About 40% of job seekers said they would accept a lower salary for a shorter commute, highlighting how commuting can influence job decisions.



2

Employee Advocacy is Part of the Game

Highlight how your employees are involved in sustainability efforts. Your company should **provide incentives** to support employee contributions to sustainability.

Share specific actions, like encouraging healthy competition among employees in sustainability initiatives—such as commuting options.



E.g. Host a sustainability challenge

Anything that can spark a bit of competitive spirit is always a good idea. Track your team's sustainable efforts and turn it into a friendly competition.

We gave it a try by rewarding employees who biked, walked, or carpoled to work, offering a Polaroid Instax as the grand prize after two months.

The response was incredible—their enthusiasm skyrocketed, and it became such a hit that we've continued running similar challenges. The reward really motivated everyone and added an extra layer of excitement to the whole initiative—highly recommended ;)

3 Social Presence is a Must!

Showcase your commitment to employee growth and sustainability by highlighting how you support the development of new skills and knowledge within your organisation.

Offer a range of courses and professional development opportunities to help your team stay ahead in their fields.

Don't forget to share these initiatives on social media and your website—through engaging posts, insightful blogs, and regular updates. By doing so, you not only demonstrate your dedication to fostering talent but also attract top candidates who are passionate about sustainability and eager to contribute to a company that aligns with their values.



4 Be Specific in Your Job Description

When crafting your job description, it's crucial to be specific about the role's requirements and responsibilities.

Avoid vague terms or criteria that could apply to any position within the realm of sustainability. Instead, clearly define the unique aspects of the job to ensure potential candidates understand exactly what is expected.

Just as you would expect each cover letter to be tailored to the particular role, your job specification should be meticulously detailed for each individual opening.

This means outlining the **specific skills, qualifications, and experiences** needed, as well as detailing the **key tasks** and **objectives** of the position.

Extra tip - Gen Z would prefer to see you in a less formal light, so don't forget to include a link to your company's social media.



5 Your Team is a Goldmine of Connections

Involving your team in the recruitment process can be both a strategic advantage and a practical approach to finding the right candidates. While this may require some investment of time and resources, it's well worth leveraging your existing networks and relationships.

Start by setting aside a budget to **incentivise your staff for identifying and referring potential candidates** from their own professional circles. Establish clear KPIs for senior leadership, with rewards attached, to encourage active participation in the recruitment process.



Additionally, **create an open channel** for employees to suggest potential candidates, whether or not there is an immediate job opening.

This approach not only taps into a valuable source of referrals but also fosters a sense of involvement and ownership among your team. By integrating these practices, you can effectively expand your talent pool and enhance the overall quality of your recruitment efforts.



6 Attend Conferences and Events

Attend conferences and events that gather sustainability experts—networking is a real deal!

1. Research and Select Events:

Start by identifying key conferences and events focused on sustainability where experts are likely to gather. Look for those with a strong reputation and high-profile speakers. Narrow down your list to the top five events that align with your goals.

For each event, delve into the details by reviewing the list of speakers, attendees, and exhibitors. **Utilise LinkedIn** and other professional networks to find and connect with these individuals before the event. Reaching out in advance can help you establish initial contact and set up meetings or informal chats.

2. Engage and Network in Person:

Once you've selected the events, attend them with a proactive mindset. Use your charm and interpersonal skills to engage with attendees, speakers, and exhibitors.

Be approachable and open to conversations, as these interactions can lead to meaningful connections. Make sure to exchange contact information and follow up after the event to solidify the relationships you've started.

This face-to-face interaction often leads to more natural and effective networking, making future follow-ups smoother and more genuine.

Conclusion

To attract top talent in sustainability, align your company's values with those of Gen Z and Millennials, who prioritize purpose and impact.

Showcase your commitment through clear, actionable sustainability initiatives, professional development opportunities, and engaging networking strategies.

By demonstrating genuine dedication to sustainability and fostering a dynamic work culture, you'll attract and retain the best candidates who are passionate about making a difference.

