

LIFE IS BETTER FILTERED

.....

CORPORATE SCHOOL OF EXPERTISE

.....

**NEXT GENERATION
WORKPLACE SUSTAINABILITY**

.....



LIFE IS BETTER
FILTERED





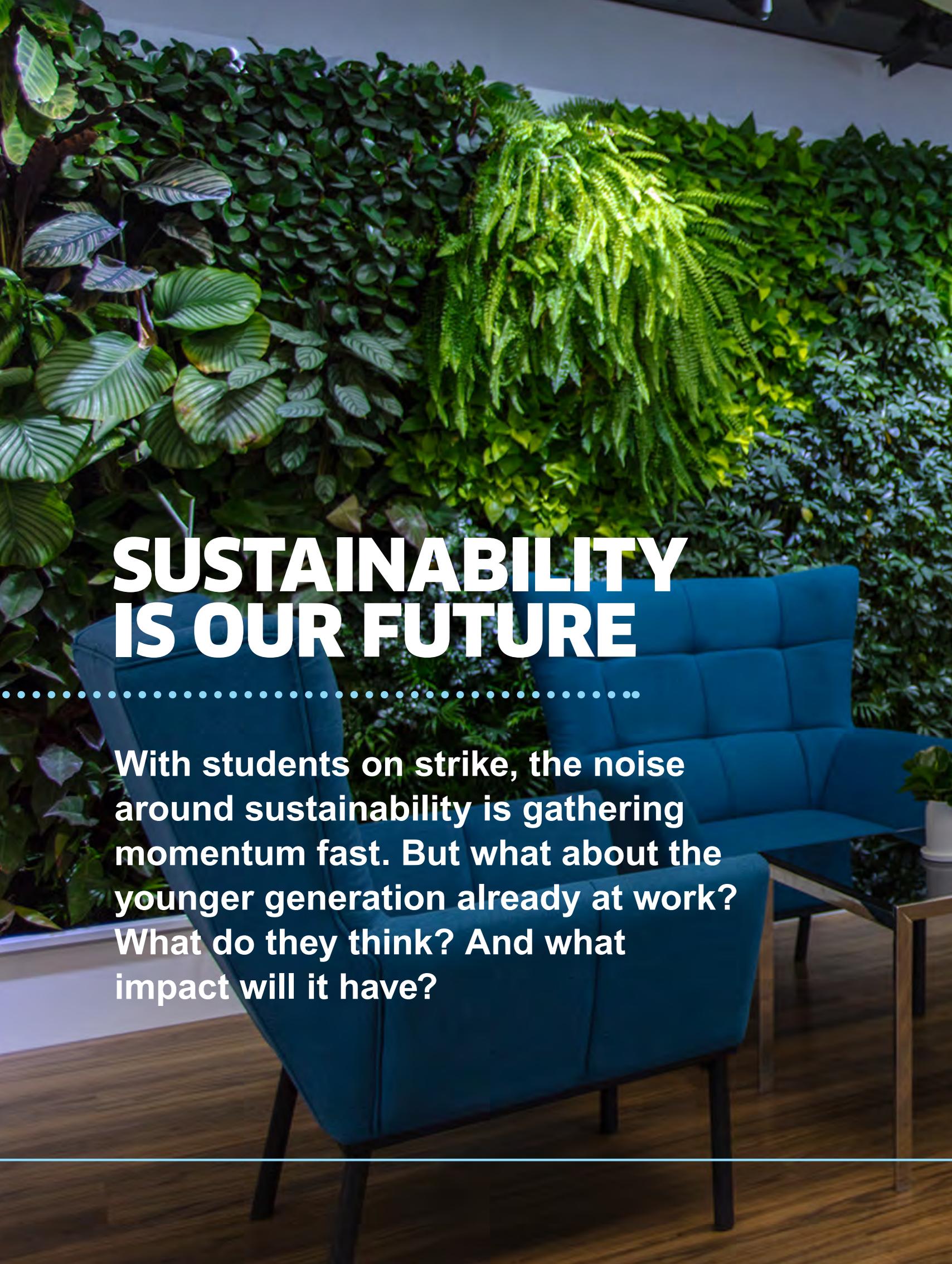
**BRITA ASKED
THE YOUNGER
GENERATION:**

.....

WOULD YOU STAY
AT A COMPANY LONGER
IF IT REPORTED BACK
**ON HOW IT IS
LOWERING ITS
IMPACT**
ON THE
ENVIRONMENT

.....

AN OVERWHELMING
MAJORITY (86%) SAID
YES



SUSTAINABILITY IS OUR FUTURE

With students on strike, the noise around sustainability is gathering momentum fast. But what about the younger generation already at work? What do they think? And what impact will it have?

To find out more, BRITA Professional commissioned a piece of research to look in depth at the views of 1,000 Generation Z (those born from the early 80s to mid 90s) and Millennials (born between the mid 90s and mid 00s) specifically around sustainability and corporate social responsibility (CSR) in the workplace.

What we found shows that this age bracket is a force for change. Their sustainability

beliefs are strong and their work ethic stronger, which means businesses that put their needs high on the agenda stand to benefit from a dedicated and loyal workforce.

This toolkit will give you valuable guidance on how to achieve this, with advice on how to future proof your workplace and fine tune your working culture.

*Judie Miskimmin,
Head of HR, BRITA*



WHY SUSTAINABILITY MATTERS

Why do sustainability and CSR initiatives matter to Millennials and Generation Z? Perhaps because this is a generation that has grown up with and seen first-hand the impact of climate change and pollution and is deeply concerned about the future.

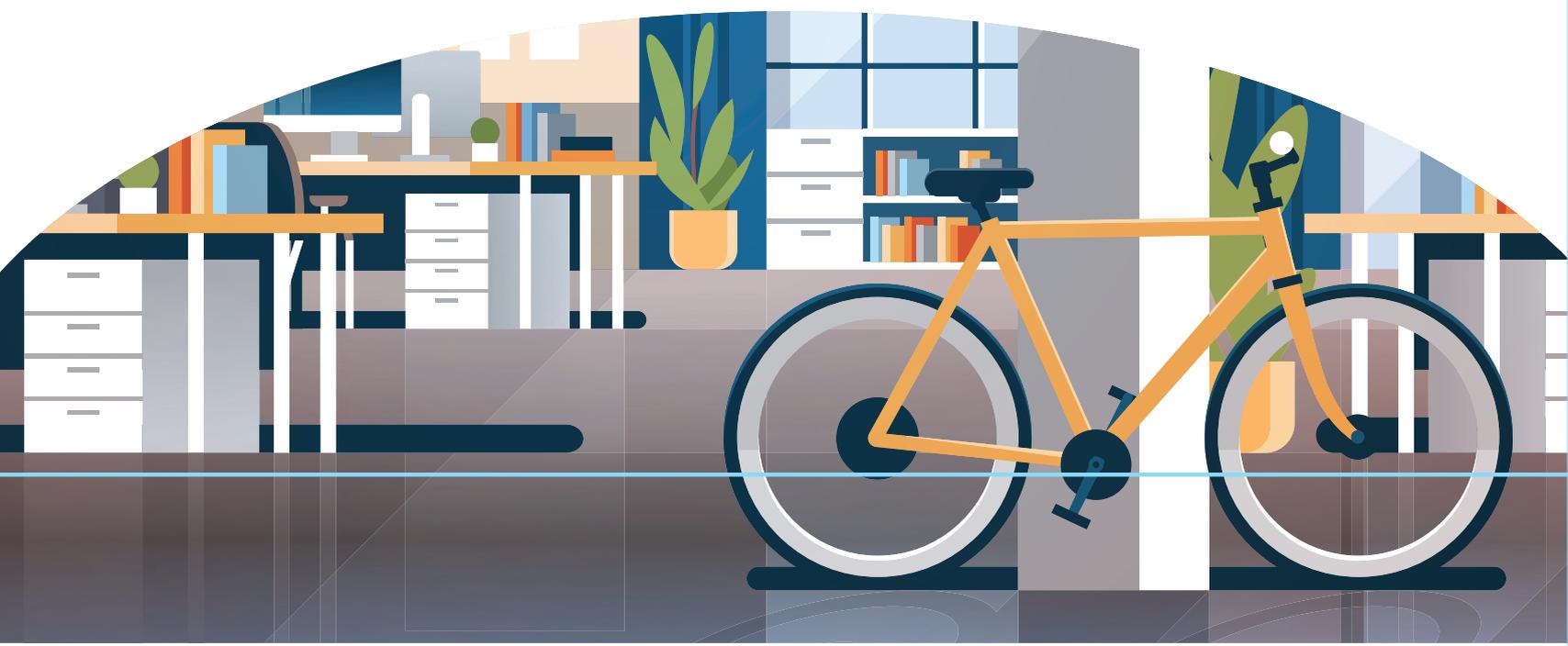


WHY SUSTAINABILITY MATTERS

It is also a generation that saw how nations came together and banned CFC gases in the 90s, which directly resulted in the recovery of the ozone layer today. Millennials and Generation Z believe they can make a difference, and businesses need to show they believe it too – whether it's through office design, facilities available or broader company vision.

Our research shows that the majority of Generation Z and Millennials would feel proud to work at a company that prioritises sustainability and environmental credentials.

IT ALSO REVEALED THAT
9 IN 10
BELIEVE
COMPANIES SHOULD BE
INCENTIVISING
SUSTAINABLE
BEHAVIOUR
IN THE WORKPLACE



WHAT ARE THE TOP THREE CSR OBJECTIVES THAT MATTER TO THE YOUNGER GENERATION?

AN ENVIRONMENTALLY FRIENDLY BUILDING



46%

PROGRAMMES IN PLACE TO SUPPORT HEALTH & WELLBEING, INCLUDING MENTAL HEALTH



45%

CHARITY PARTNERSHIP TO GET INVOLVED WITH



36%



 Me

 MeetDistrict

Meet Distrib

WHAT DO EMPLOYEES WANT TO SEE AT WORK?

Arriving at work and stepping into a building that has been designed to meet high standards in terms of a low impact on the environment and a high impact on employees' wellbeing? Yes, please, say Millennials and Generation Z.

WHAT DO EMPLOYEES WANT TO SEE AT WORK?

Being in an environmentally-friendly building is cited as the single most important element for the younger generation when it comes to considering where to work or what job to apply for. Clearly, where we work has a big impact.

What goes into creating a positive workspace? Simple measures count for a lot, our research revealed, with a few quick and easy changes creating lasting impact...



WHAT ARE THE MOST IMPORTANT DESIGN ELEMENTS FOR TODAY'S WORKPLACE?

**QUIET
ZONES**



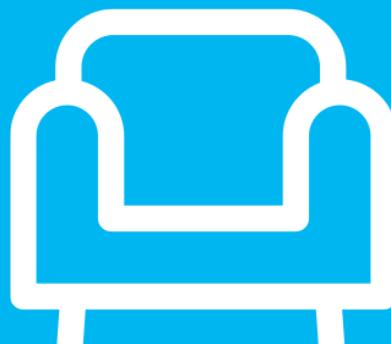
52%

**HYDRATION
STATIONS**



31%

**COMFY
SEATING
AREAS**

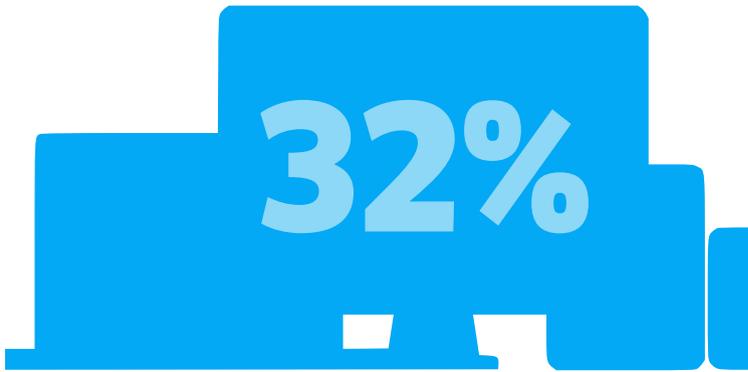


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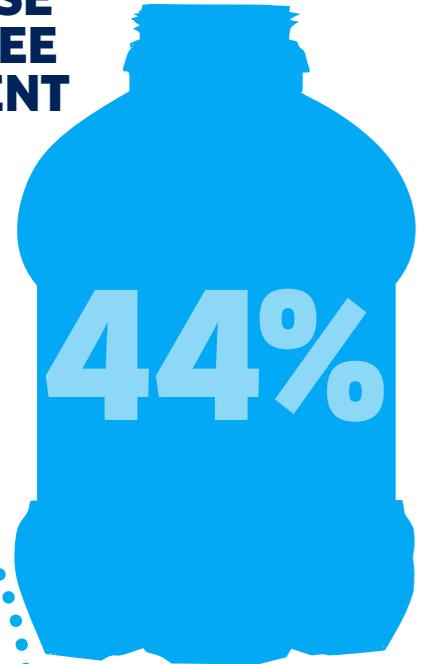
THE OFFICE SPACE OF THE FUTURE

WHAT ARE THE TOP FIVE ELEMENTS THE YOUNGER GENERATION WOULD LIKE TO SEE IN THE WORKPLACE?

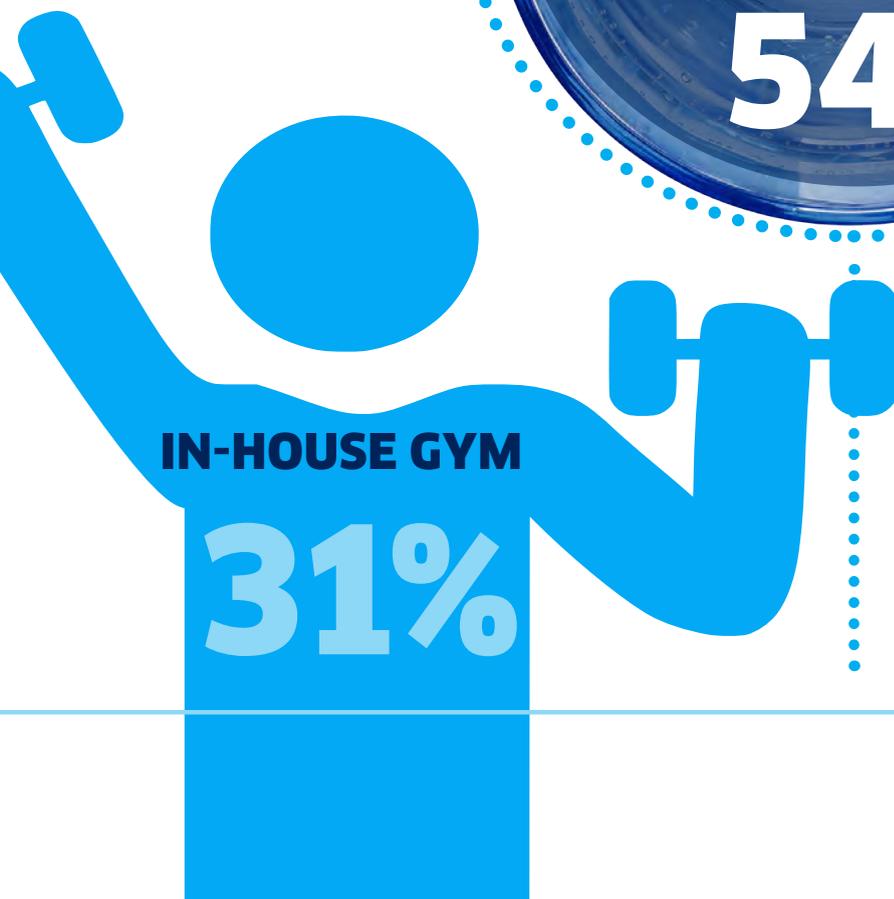
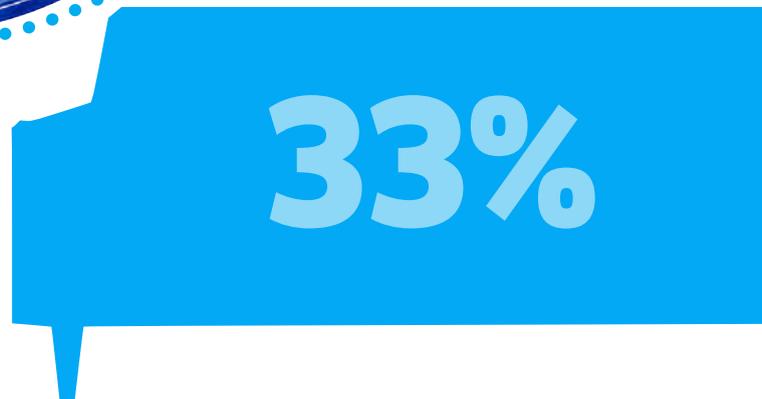


AREAS IN THE WORKPLACE THAT FACILITATE DIFFERENT TYPES OF WORK

A SINGLE-USE PLASTIC-FREE ENVIRONMENT



AREAS FOR REST



**THE OFFICE
SPACE OF
THE FUTURE**



A cluster of fresh green leaves is positioned on the left side of the page, partially overlapping the text area.

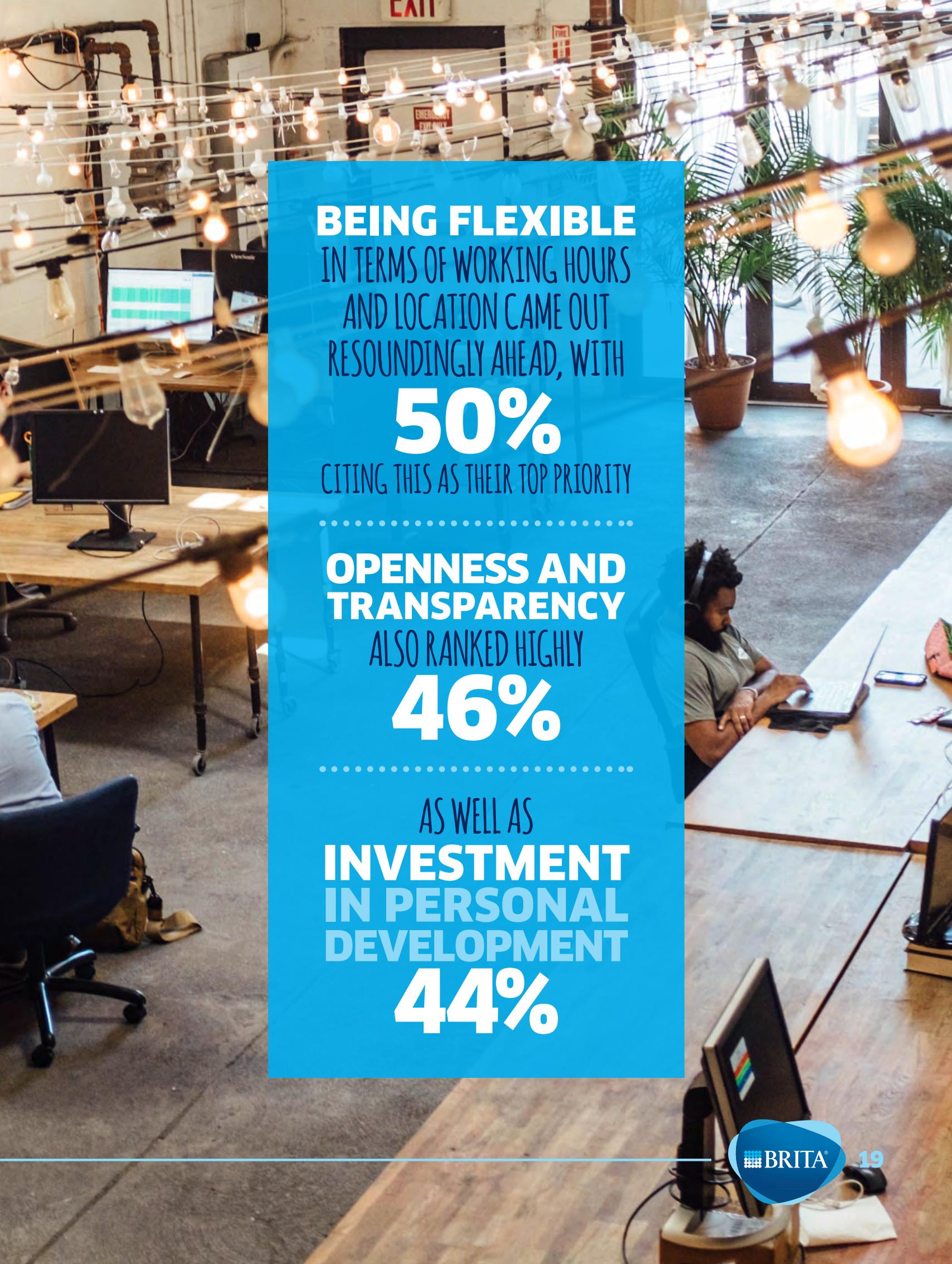
Our research revealed a health and nutrition station is the most popular step employers can take to create a sustainable work environment. How to create one? First, ensure fresh fruit is always available. Then, install a BRITA VIVREAU ViTap to provide filtered cold still and sparkling water on demand, as well a hot water for coffees and teas – offer good quality coffee beans plus a range of herbal and fruit teas for an extra boost.

HOW EMPLOYEES WANT TO FEEL AT WORK

A fast-paced, motivated work environment is a good thing for employees, but ensuring this doesn't tip the balance from feeling positively productive into negatively overwhelmed requires fine tuning. As employers, it is our duty to get this right.

Office culture is crucial when it comes to finding the right balance, but what can be done? BRITA asked Millennials and Generation Z what sustainability and CSR initiatives they value in an employer when it comes to the office environment.





BEING FLEXIBLE
IN TERMS OF WORKING HOURS
AND LOCATION CAME OUT
RESOUNDINGLY AHEAD, WITH

50%

CITING THIS AS THEIR TOP PRIORITY

.....

**OPENNESS AND
TRANSPARENCY**
ALSO RANKED HIGHLY

46%

.....

AS WELL AS
**INVESTMENT
IN PERSONAL
DEVELOPMENT**
44%

**TOP FIVE
INITIATIVES FOR
A POSITIVE
WORKPLACE
CULTURE**

1

FLEXIBLE
WORKING

2

STRONG FOCUS
ON HEALTH,
HYDRATION AND
NUTRITION

3

TRANSPARENCY
ON BUSINESS
DECISIONS

4

WATER
DISPENSER
FITTED
TO DESKS

5

ONE DAY A
MONTH TO
VOLUNTEER

FIVE STEPS TO GREAT COMMUNICATION



By comms guru **Cat Jennings**,
Director at Speed Communications

It's not enough just to make sustainable decisions, they need to be communicated outwards too. How? Here are five steps it might be helpful to follow.



1 DECIDE WHAT YOU WANT TO COMMUNICATE:

Think about your message and plan when is the right time for it to land.

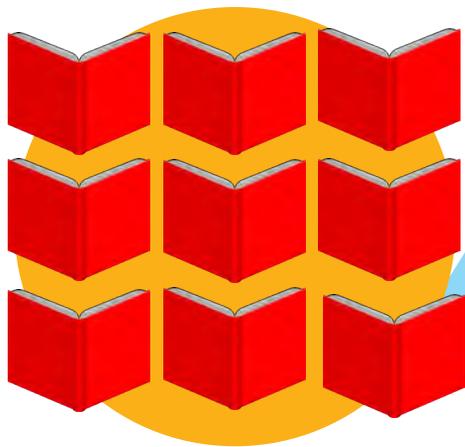
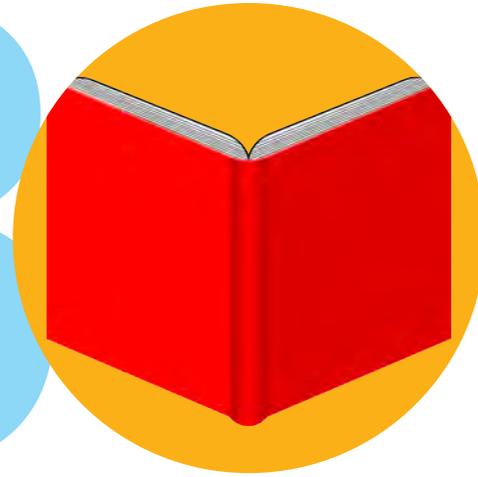
2 DECIDE HOW YOU WANT TO COMMUNICATE:

Via email, at a company meeting, on social media – the options are many, but make sure it's the right one for your audience.



3 TELL YOUR STORY:

This is where your planning pays off, as your audience will thank you for the clarity and impact of your message.



4 TELL IT AGAIN:

Sustainability is important, so tell people again about the great work you're doing, with more detail and more stories.

5 AND LISTEN:

Communication is a two-way process – offer the opportunity for people to communicate back and you'll be rewarded with ideas for even more great work.





THE EXPERT EYE:

**ADVICE
FROM
CO-WORKING
SPACE
SPECIALIST,
WORK.LIFE**

As project manager for co-working space specialist Work.Life, Jas Shergill is experiencing first-hand the demands of Generation Z and Millennials across multiple industries. For him, there are three easy ways employers can support its people and their planet. All have been tried and tested at Work.Life and shown to work.



LAUNCH WELLBEING WEDNESDAY

At Work.Life, we launched this initiative to drive home the need for a healthy work-life balance. Every Wednesday people using the space can take part in free yoga and meditation classes. By simply designating a day a week to focus on better self-care, we've seen our co-workers become more positive and more productive.

SCRAP SINGLE-USE PLASTIC

Many people I speak to want to reverse what they see as our throwaway culture, and one of the simplest ways is to stop using single-use bottles and cups. To lead the way we have introduced glass BRITA VIVREAU bottles for meeting rooms across all our offices, helping eliminate the need for single-use plastic.



INSTALL WATER DISPENSERS

Gotta hydrate! The importance of hydration for concentration is obvious, but often people get too distracted to drink enough water. By installing BRITA VIVREAU ViTap water dispensers we make it easier to do and help to lower energy consumption by removing the need for multiple kettles.





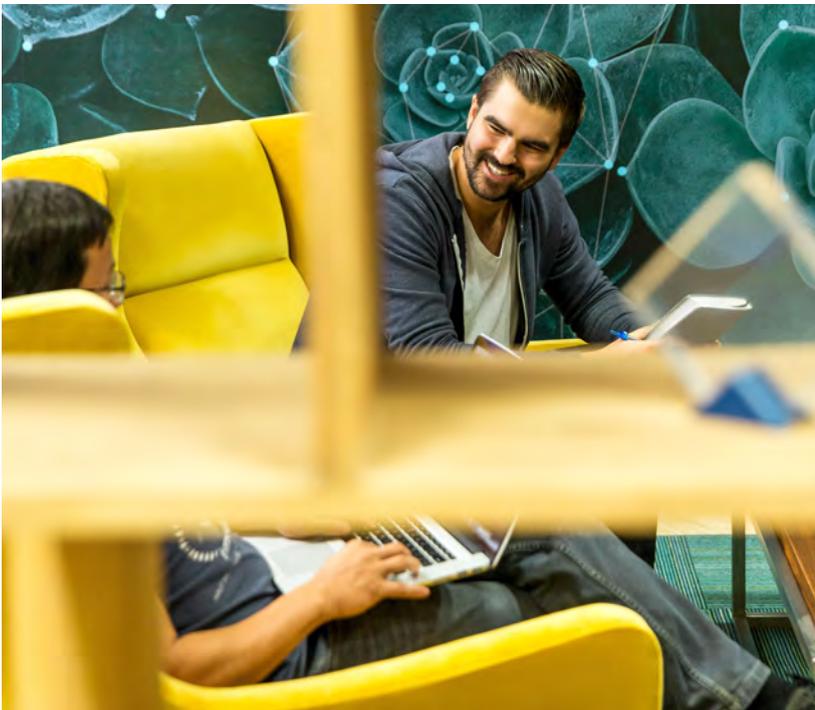
STAYING AHEAD OF THE CURVE:

**ADVICE FROM THE
SUSTAINABILITY
EXPERT AT OFFICE
FIT-OUT AND
REFURBISHMENT
CONTRACTOR,
PARKERAY**

As sustainability manager, Chris Blencowe has a keen eye for emerging trends in both workplace design and office culture. Driven by the likes of Millennials and Generation Z, he says there's a particular focus on wellbeing in offices today and this is feeding into the materials used and environments created within forward-thinking businesses. Here are his top three observations:

PERSONALISED SPACE

Having the ability to **personalise the working environment** is a big draw for today's workforce. With this in mind, office spaces should be geared up to suit the changing needs of the employees, depending on different tasks or moods, whether that's dedicated spaces for quiet thinking or collaborative areas that encourage interaction.



THINK ABOUT THE BUILDING MATERIALS

When it comes to office design, **maximising the use of natural or minimally processed materials and finishes** reduces the concentration of harmful chemicals within the internal environment.



BRING THE OUTDOORS IN

Progressive office spaces are paying special attention to how **the building's materials and environment can have a positive impact on employee wellbeing**. The concept of 'biophilia' – which suggests that humans possess an innate tendency to seek connections with nature – is a key trend here. Incorporating plant life into the workspace is a great way to create a tranquil atmosphere and help with mindfulness among employees.



EXPERT VIEW:

STEVE MALKIN

**FOUNDER OF
THE PLANET MARK**

An international sustainability certification programme recognising commitment to continuous improvement in sustainability – advised:

“All people want to feel a part of something bigger than themselves. They not only want to work with and buy from businesses that have a purpose beyond their product or service, they want to see progress. Brands with a purpose grow two times faster than others. To go beyond just selling, establish a clear vision by asking yourself, ‘Why does my business need to exist? What do we contribute to the world? What values will guide us there?’

“Once you have these answers, you can clearly see your business in a global context. You have both positive and negative impacts on issues like climate change, waste, employee wellbeing and diversity and inclusion. Not responding to these issues can pose great risks to your brand. Turn them into opportunities by doing things differently; aiming for transformational change and leadership in your sector. If you don’t know where to begin, ask for help as, if cutting carbon isn’t a core part of your business for instance, it is for organisations like ours.”

*Steve Malkin, CEO,
The Planet Mark*

A hand is shown from the top, holding a clear plastic water bottle. The bottle is positioned over a recycling bin, which is partially visible at the bottom of the frame. The bin has a green lid and a purple interior. The background is a blurred indoor setting with light-colored walls and a window. The overall image has a light blue tint.

NO EXCUSE FOR SINGLE-USE

The idea of rejecting single-use plastic is rapidly gathering ground as a grass roots revolution. Like CFCs, this is an area where Generation Z and Millennials feel they can make a difference.

By refusing to purchase single-use drinks bottles and buying their own sustainable reusable bottle, the younger generation are making a stand.

Single-use coffee cups are also rapidly falling out of favour, with some independent coffee chains serving hot drinks only in reusable cups.

This change is making itself seen in the workplace, too. BRITA's new research shows that bottled water is losing popularity, in favour of filtered water.

Employers have an opportunity to demonstrate their commitment to sustainability in the workplace, and to their employees, by embracing this trend and introducing hydration stations.

BOTTLED WATER HAS FALLEN OUT OF FAVOUR.
HERE ARE THE MOST POPULAR DRINKS THIS GENERATION
CONSUME IN THE WORKPLACE:

COFFEE

47%

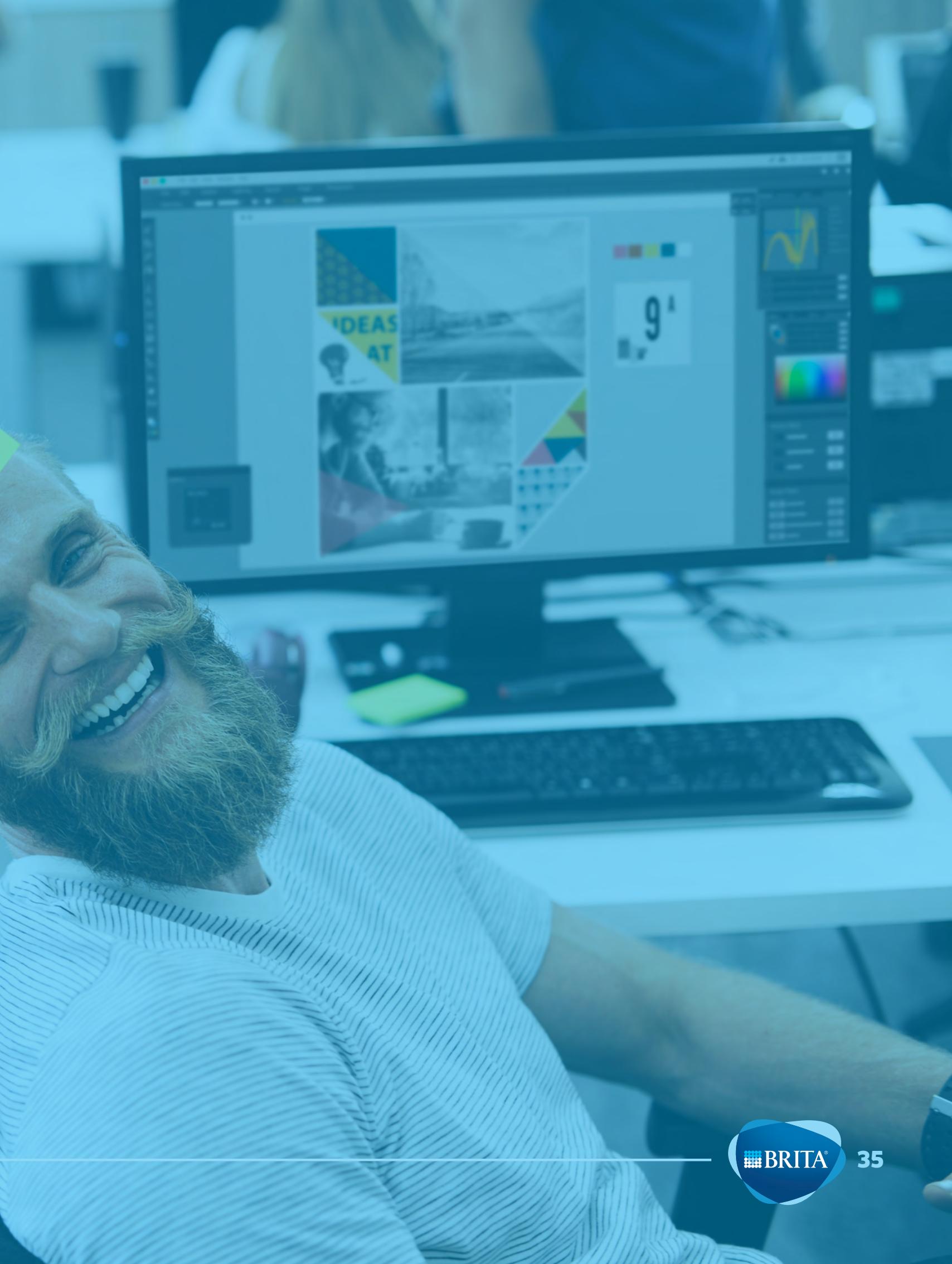
TEA

44%





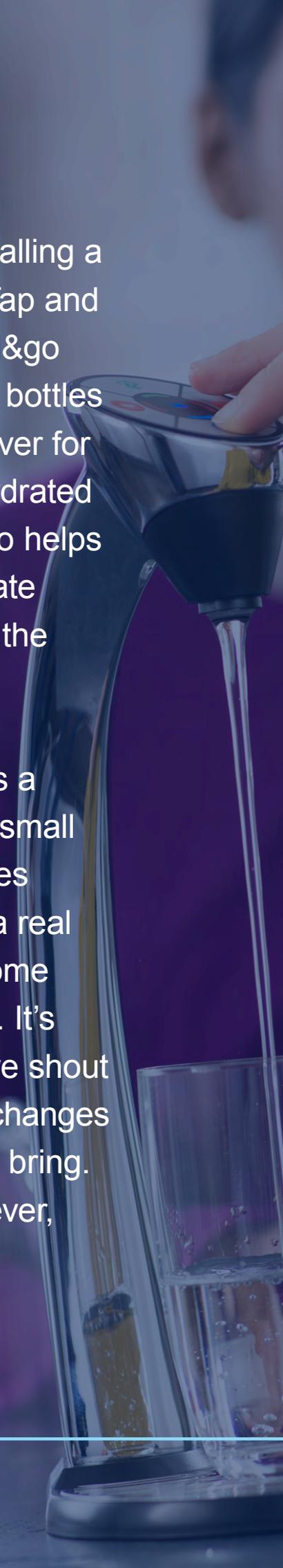
In today's workplace, sustainability is more important than ever. And for those who fall under the Generation Z and Millennial labels, it could be the single aspect of their working lives that matters most.



BRITA's new research shows that it is important for organisations to focus on their CSR and sustainability credentials if they are to retain the talent of the future. At a time when many industries are suffering skills shortages, this imperative is only going to grow.

Simple steps like installing a BRITA VIVREAU ViTap and providing reusable fill&go and VIVREAU swing bottles make it easier than ever for employees to stay hydrated and productive. It also helps employers demonstrate their responsibility to the environment.

Sustainability today is a lifestyle – by making small but significant changes everyone can make a real difference, both at home and in the workplace. It's important, too, that we shout about these positive changes and the benefits they bring. Communication, as ever, is key.



If you would like more advice on finding the right water filtration solution to support you in creating an optimum hot and cold beverage offering and consumer experience, please contact a BRITA Professional expert at **brita.co.uk/office-and-industry** or call **0345 674 9655**

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@BRITAPRO
#LifelsBetterFiltered

LIFE IS BETTER **FILTERED:** **WHAT'S COMING UP**

.....
Want to hear more tips and advice
from industry experts?

Look out for our next phase
of exciting activity.

This summer, 'Life is Better Filtered'
will be launching the
Barista School of Expertise.

Watch this space!

BRITA ARE PROUD TO WORK WITH



LIFE IS BETTER
FILTERED