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Green HR

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Green HR



Brandon Capuano

What is Green HR?

- Using Human Resources Management practices to reinforce environmental sustainable practices and increase employee's commitment on the issues of environmental sustainability.
- There is a defined balance when talking about the economic, social and environmental aspects of Green HR.
- "Green HR is directly responsible in creating green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms human capital" (Shoeb Ahmad).



What is the Need?

- Depleting natural resources, as a direct result from pollutants.
- Nations first international conference in 1972 addressing our human environment.
- Improving the environment became a very necessary goal for future and current generations.
- Industrial wastes were becoming harmful for the people living in close quarters, and also destroyed resources we needed.



A few Companies that went Green

- Honda
- Target
- Coca-Cola
- McDonalds
- Wal-Mart
- The Home Depot



McDonalds and Target

- In 2012 McDonalds went green by completely getting rid of foam materials. They switched to double wallpapered cups and containers, which is healthier for the environment as it is 100% recyclable.
- They have also installed in their stores, more recycling bins.
- Target launched a new clothing line of dynamic fabrics that are considered eco-friendly. It was first seen in Barneys, NY.
- The clothing line is now available in Target locations around the country.



Wal-Mart and The Home Depot

- WalMart takes a great approach and uses renewable energy to power all of its stores. This completely eliminates the danger that harmful pollutants will get in the air and harm people.
- The Home Depot adopted "the no old growth sales" policy when there were protests to stop taking trees from old growth areas. The outcry got bigger and The Home Depot finally changed its ways.



Coca-Cola and Honda

- Honda created an infrastructure that is completely hydrogen based. Reduction in Carbon emission came out to 5% in total coming from their cars. Honda is called the most fuel-efficient auto company in the US.
- Coca Cola uses three strategies when going green. Sustainable packaging, water stewardship and climate protection. They found a way to use sustainable packaging in a few days. They have also taken part in recycling programs.



Corporate Social Responsibility and Going Green



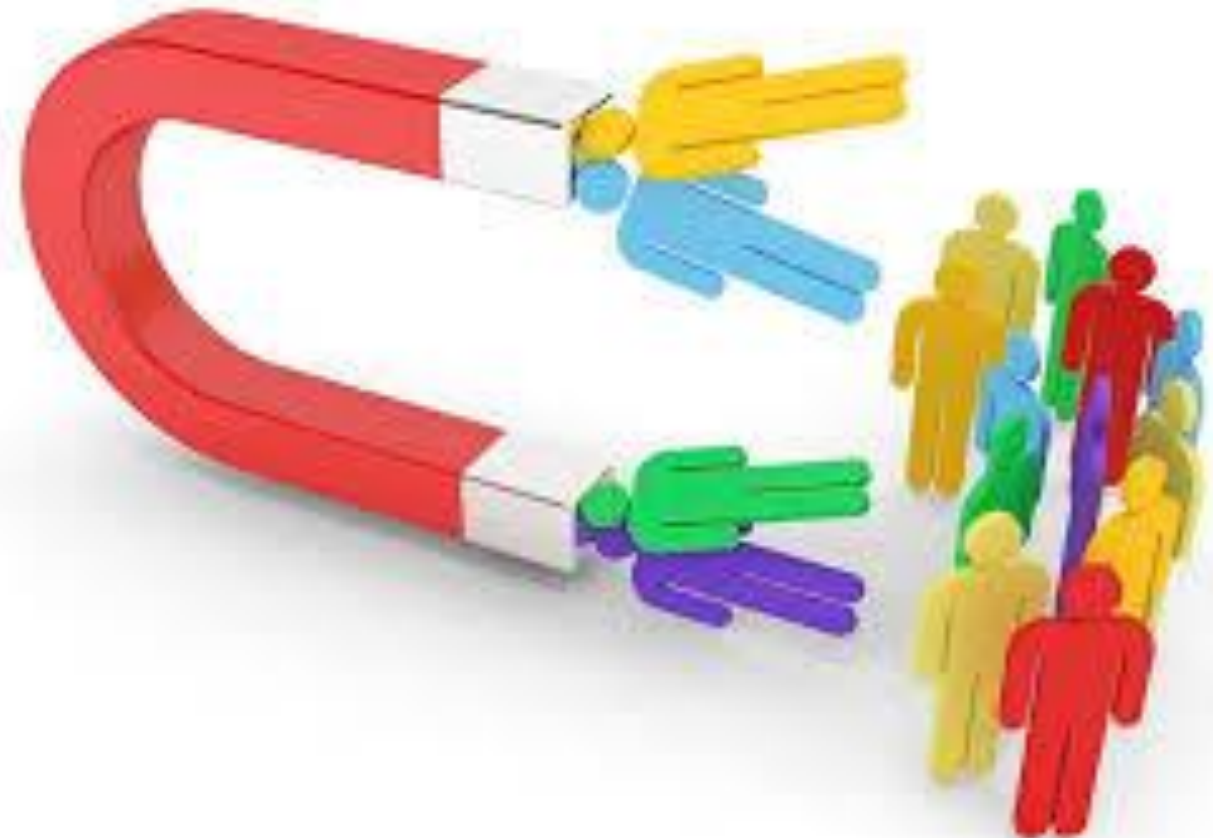
What is CSR? What is the link between CSR and going Green?



- Corporate Social Responsibility-
Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.
- CSR is on a rising demand, and the motive to help the environment is a direct result of this movement. Companies are adapting ways to minimalize harm on the environemnt by reducing the chances of pollution and destruction such as Wal-Mart with renewable energy.

The Role of Employee Attractiveness in Sustainability

- Selecting the most attractive employee for your company is very important. You want someone who is willing to commit themselves to helping the environment.
- “Meeting social responsibilities not only allows companies to display high level of moral or ethical conduct, but also has been known to provide instrumental benefits and various types of competitive advantage. ‘These benefits include things such as superior financial performance, enhanced reputation, more motivated workforces and the ability to attract desired employees” (Yasar University).



How Much Responsibility Falls on Top Management?

- It is very important that the CEO and top management creates good relationships with external sources. This leads to rich information that the company wouldn't have access to internally.
- Competitive advantage plays a big part in Green HR. The only time you can create a competitive advantage, is if your CEO and top management is creating a positive image to outside viewers.



Environmental Management System

- An Environmental Management System (EMS) is a set of processes and practices that enable an organization to reduce its environmental impacts and increase its operating efficiency.
- Reviewing the organization's environmental goals
- Ensuring employees' environmental awareness and competence before hiring
- Creating programs to meet these objectives and targets



New United Motor Manufacturing

- Lean Operations- Lean manufacturing or lean production, often known as "lean", is a systematic method for waste minimization within a manufacturing system without sacrificing productivity.

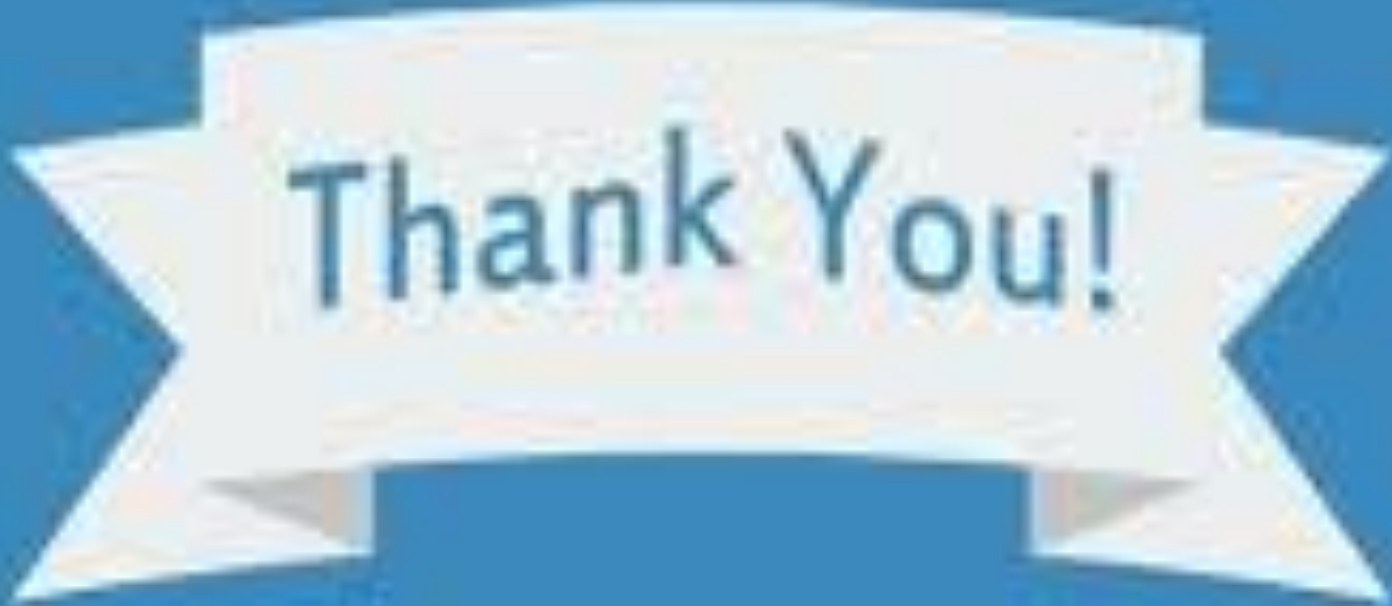


Conclusion

- What did we learn from Green HR?
- The number of companies going green are increasing as they play a large role in protecting our environment.
- Sustainability is becoming more important, as our resources are depleting.
- Companies are hiring employees that have more environmental competence and awareness.
- A lot of the responsibility falls on HR, but more importantly top management. CEO'S hold the accountability of creating and maintaining relationships outside of their organizations.
- A higher level of CSR leads to a more positive level of CSP, further giving the company their competitive advantage and a stronger reputation to the public eye.




End of presentation



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