

A decorative border of tropical plants and flowers surrounds the central text. The border includes green palm fronds, large green leaves, and clusters of white lilies and colorful bird-of-paradise flowers. The background is a dark, textured green.

Corporate Sustainability Gen Z Style

EcoTeens.org

Who Are We?



Pragna Nidumolu

**Founder, EcoTeens
TEDx Speaker**

Rising Junior at
Freedom High School,
Virginia



Sarayu Chittepu

US Ambassador for EcoTeens

Rising Junior at The George
Washington University studying
Information Systems & Finance



The mission of EcoTeens, a non profit organization, is to enable a platform for youth to lend their voices towards environmental challenges and climate change.

Our Future in our hands!

EcoTeens has been engaging youth in various initiatives

- Million Voices Campaign
- Green Stories Podcast
- Native Plants
- +TheCap
- Global Youth Sustainability Summits
- Global Ambassadors program

EcoTeens.org





Million Voices Campaign

Each one of us must pledge our commitment towards a better future, a clean future. We need at least a million voices to lift our cause from the ground and make sustainable environmental policy changes.

<https://www.ecoteens.org/millionvoicescampaign>





Green Stories

The goal of Green Stories is to amplify the voices of environmentalists, climate activists and advocates of sustainability. The Green stories are a compilation of interviews with people who care for our planet.

Tune in to our Green Channel!

<https://www.ecoteens.org/greenstories>



Native Plants

Native plants are plants that are indigenous to an area or region. Exotic plants are not native to an ecosystem. Native plants have a deep root system that makes them more sustainable in features such as rain gardens.

Back to our roots!

<https://www.ecoteens.org/nativeplants>



+TheCap

A cap that remains attached to the bottle during the recycling process. The chances of caps ending up as litter or contaminating recycling streams are minimized.

Let's pledge responsible disposable!





Global Ambassador Program

Catalysts of Change across the world - Be a Global Ambassador for Sustainability with EcoTeens!

Together, We'll Shape the World We'll Live to See!


<https://www.ecoteens.org/ecoteensglobalambassadors>



Global Youth Sustainability Summit

| Year | 2022 | 2023 |
|--------------|---|---|
| Theme | Never Too Young To Make A Difference | Towards a Climate Smart Planet |
| Panel Topics | Panel 1: Towards A Resilient Planet Panel 2: Sustainability: Youth Holds the Key | Panel 1: Climate Change Panel 2: Earth 2050, A Futurespective Panel 3: Conference of Parties (COP) 28 |





"We have 10 years to save Earth's biodiversity, as mass extinction caused by humans takes hold!"

— United Nations, 2020





What is Corporate Sustainability?

Triple bottom line (People, Planet, Profit) including Ethical Governance

People (Social)

Focuses on the impact of business activities on people, both within and outside the organization.

Planet (Environmental)

Addresses the environmental impact of a company's operations and products.

Profit (Economic)

Focuses on the financial aspect of sustainability and the long-term viability of the business.



Why Corporate Sustainability?

Profit with Purpose

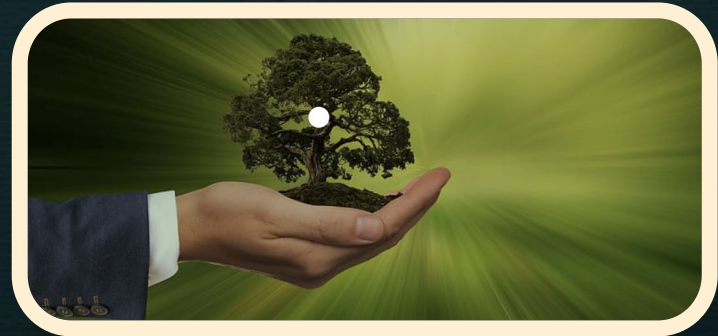
Embracing Green Profitability: Why Corporate Sustainability is Powerful

Embracing Corporate Sustainability is crucial for long term success!

- Stakeholder expectations
- Mitigating environmental impacts
- Fulfilling social responsibility, and more!

Green or Gone: The Impact of Ignoring Corporate Sustainability

Ignoring corporate sustainability can lead to environmental impacts, reputational damage, and many more.



Employee Engagement

86% of Millennial and Gen Z consider environmental commitments when deciding where to work.

Sustainable Investments

The total value of sustainable investments reached around \$35.3 trillion.

Renewable Energy Adoption

Over 250 of the largest companies had set targets to source 100% of their electricity from renewable sources.



Did you know?

Zero Waste Manufacturing

Interface, a global flooring manufacturer, cut waste sent to landfills by 96%.

Sustainable Packaging

PUMA introduced the "Clever Little Bag," using 65% less cardboard and saving 275 tons of plastic.

Ethical and Eco-Friendly Textiles

Patagonia launched the "Worn Wear" program, encouraging customers to buy and sell used Patagonia clothing.

Million+ Sustainable Products

The number of products carrying the Certified B Corporation label surpassed one million across 121 countries.

Renewable Energy Purchases

Walmart set a goal to achieve 100% renewable energy by 2035.

Green Finance Commitments

43 global banks with a total asset value of \$28.5 trillion had committed to align with the Paris Agreement climate goals.



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Quiz Time!

You all represent various corporates across several different industries. Let's do a fun quiz to understand our awareness about Corporate Sustainability!

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Which company integrated the “Worn Wear” Program?

A

Facebook

B

Patagonia

C

North Face

D

Amazon

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Which company integrated the “clever little bag”?

A

Under Armour

B

Nike

C

Puma

D

Adidas

What percentage of GenZ and Millennials consider sustainability impacts when considering where to work?

A

86%

B

92%

C

53%

D

100%

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As of 2021, how many companies made a shift to source 100% of their electricity from renewable sources?

A

500

B

100

C

300

D

250

What percentage did Interface cut waste sent to landfills?

A

96%

B

100%

C

50%

D

45%



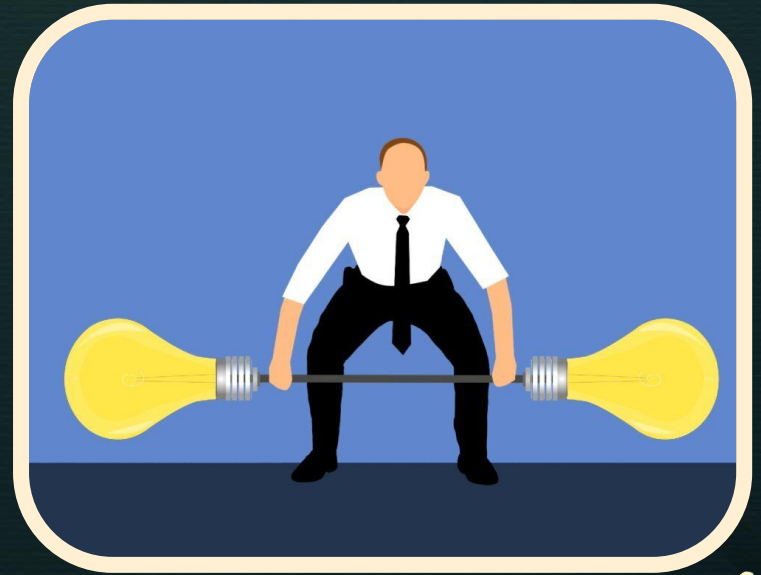
What challenges do companies face in pursuit of Corporate Sustainability, and what can be done?

1. **Short-Term Profit Orientation** - Integrate sustainability into performance evaluations and incentive structures to motivate employees to prioritize sustainable practices.
2. **Resource Constraints** - Seek external funding opportunities or form partnerships with organizations focused on supporting sustainable initiatives.
3. **Competitive Pressures** - Emphasize sustainability as a competitive advantage, highlighting the potential for cost savings, enhanced brand reputation, and improved customer loyalty.



What challenges do companies face in pursuit of Corporate Sustainability, and what can be done?

4. **Greenwashing** - Seek third-party certifications and independent audits to validate sustainability claims.
5. **Complexity and Scale** - Collaborate with suppliers to help them improve sustainability practices.
6. **Investor Pressures** - Engage with investors and incorporate their sustainability concerns into the company's strategies.



Greenwashing: The Sham Behind False Eco-Friendly Claims!



<https://sites.lesamich.edu/mle/2022/04/15/greenwashing-what-you-see-is-not-always-what-you-get/>

- The act of providing false information regarding how a company's products are environmentally friendly.
- According to a 2022 survey by The Harris Poll for Google Cloud, 58% of C-suite and VP-level executives in global corporations admitted their companies engage in corporate greenwash. For companies based in North America, this number rose to 72%.



Let's Talk!

Pick a challenge, and find your group!

1

Resource Constraints

The limited availability of essential resources might hinder a business' capacity to adopt and invest in sustainable practices fully.

2

Complexity and Scale

Sustainability initiatives can be complex, especially for large organizations with extensive supply chains and diverse operations.

3

Resistance to change

Resistance to change from employees, stakeholders, or leadership can hinder the adoption of sustainable practices.

4

Stakeholder disengagement

Engaging internal and external stakeholders is crucial for successful sustainability implementation. A lack of engagement may hinder progress.

Renewable Energy



Why should companies use Renewable Energy?

- Environmental impact
- Resource conservation
- Energy cost stability
- Energy independence and security

What is stopping the companies?

- High Initial Investment
 - Financial Incentives
- Performance Risks
 - Demonstration Projects
- Energy Needs Exceeding Renewables
 - Energy Efficiency Measures

A decorative border with tropical plants and flowers, including white lilies, yellow hibiscus, and colorful bird-of-paradise flowers, set against a dark green background.

What Is Our Target?

- **Net Zero Emissions**
- **100% Renewable Energy**
- **Inclusive Decision Making**
- **Full Transparency**

Group Activity



Brainstorm reasons why it is essential to engage Youth in corporate sustainability conversations

Also, think about what your own businesses can do to help

Gen Z: Who are we?

GenZ? Never Heard of Them

- GenZ refers to a generation of people born between the years of mid 1990s to early 2010s.
- Makes up 20% of the US population.

Tapping into the Wallets of the Next Gen!

- According to the National Retail Federation, 72% of Gen Z are more likely to shop from a brand they follow on Instagram.
- 58% of Gen Z prefer to have their purchases come in eco-friendly packaging.

Unlocking GenZ: Strategies to Attract and Maintain

- By 2030, Gen Z is expected to make up 30% of the next workforce.
- Gen Z values what companies stand for, such as their sustainability efforts over salary.
- Organizations need to be authentic and transparent.

Gen Z: Shaping Tomorrow's World, Today!



- In less than a decade, the current Gen Z will inherit the corporate strategies and leadership positions laid out today.
- According to a recent survey, 73% of Gen Zers are more likely to pay more for sustainable products.





Let's Talk!



Based on the industry you work in, discuss how Gen Z can be engaged and involved in corporate sustainability conversations



Let's debrief!





How Can Gen Z Be a Part of Corporate Sustainability?

What can corporations do?

- Education and Awareness
- Sustainability Focused Internships
- Shadow Boards
- Social Media Campaigns
- College Campus Sustainability Workshops



How Can Gen Z Be a Part of Corporate Sustainability?


What can GenZ do?

- Consumer Choices
- Employment Choices
- Advocacy and Activism



Quiz Time!



The image features a dark green background with a white rectangular border. The corners of the border are decorated with tropical plants, including green leaves and colorful flowers in shades of pink, yellow, and orange. The main text is centered within the border.

Which of these are **NOT** one of the key pillars of corporate sustainability?

A

Environmental
Stewardship

B

Social
Responsibility

C

Governance in
Ethics

D

Economic
Responsibility

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When did the general population gain awareness of the environmental crisis?

A

1970s

B

1920s

C

1980s

D

2000s

What is greenwashing?

A

When a business increases their budget for sustainability.

B

When a business exaggerates their sustainability practices.

C

When a business makes their employees wear all green.

D

When a business makes sustainability their top priority.

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What is the primary reason sustainability should be a part of the corporate world?

A

To improve employee morale.

B


To enhance brand reputation.

C

To increase short-term profits.

D

To address environmental challenges.

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What are the potential consequences of neglecting sustainability in the corporate world?

A

Reduced customer loyalty.

B

Increased shareholder dividends.

C

Improved market competitiveness.

D

Lower employee turnover.

Why is it crucial to involve Gen Z in corporate sustainability efforts?

A

They have extensive corporate knowledge.

B

They bring fresh ideas and perspectives.

C

They are motivated by profit over purpose.

D

They prefer traditional business models.

What will happen if Gen Z is not actively engaged in corporate sustainability initiatives?

A

Decreased environmental awareness.

B

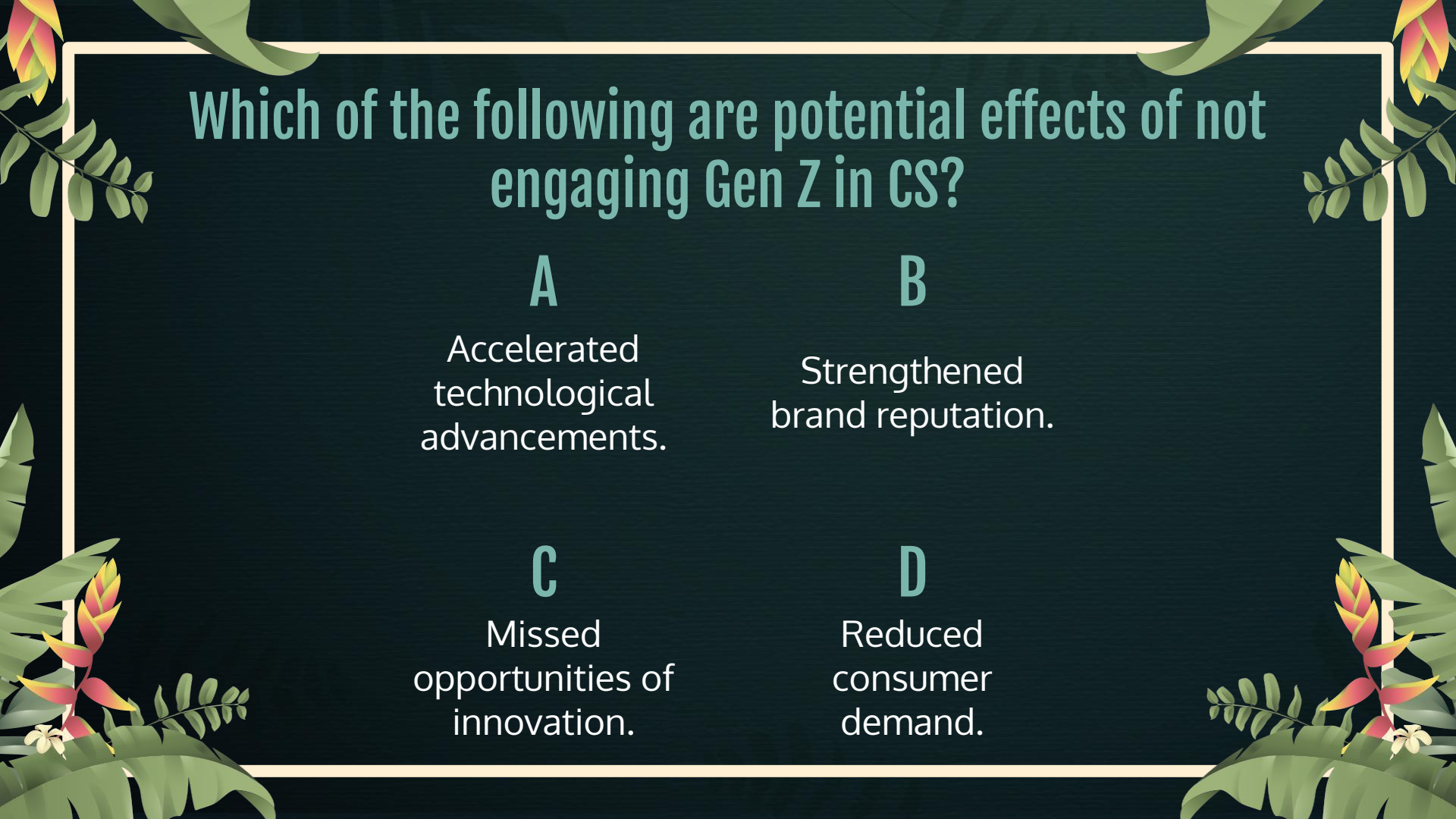
Slower progress in sustainability goals

C

Higher corporate profits

D

Increased energy consumption

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Which of the following are potential effects of not engaging Gen Z in CS?

A

Accelerated technological advancements.

B


Strengthened brand reputation.

C

Missed opportunities of innovation.

D

Reduced consumer demand.

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How can organizations invite youth to participate in sustainability initiatives using shadow boards?

A

Through traditional board meetings.

B

By keeping them in the background.

C

By giving them decision making roles.

D

Through social media campaigns.

What is the main purpose of co-creating exercises in corporate sustainability?

A

To promote competitions between youth organizations and corporations.

B

To increase Gen Z's engagement in corporate decision-making.

C

To encourage innovative and sustainable solutions

D

To create barriers to youth involvement.

Why is it important to develop partnerships between corporations and youth organizations

A

To increase corporate profits.

B

To enhance youth organizations' brand image.

C

To share knowledge and resources for sustainable goals.

D

To promote traditional business practices

How can corporations benefit from engaging youth in sustainability conversations?

A

Increased political influence.

B

Enhanced community support.

C

Stagnant business growth.

D

Reduced environmental support.

What is the significance of involving Gen Z in corporate sustainability now?

A

They can easily be influenced.

B

They will inherit the consequences of current decisions.

C

They are too focused on short-term goals.

D

They have no experience in sustainability.

How can shadow boards benefit corporate sustainability initiatives?

A

By providing a platform for Gen Z to express their creativity.

B

By allowing Gen Z to have full control over corporate decisions

C

By integrating diverse perspectives into decision making processes.

D

By focusing solely on short-term profit gain.

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What is the primary purpose of engaging Gen Z in corporate sustainability?

A

To generate higher revenues.

B

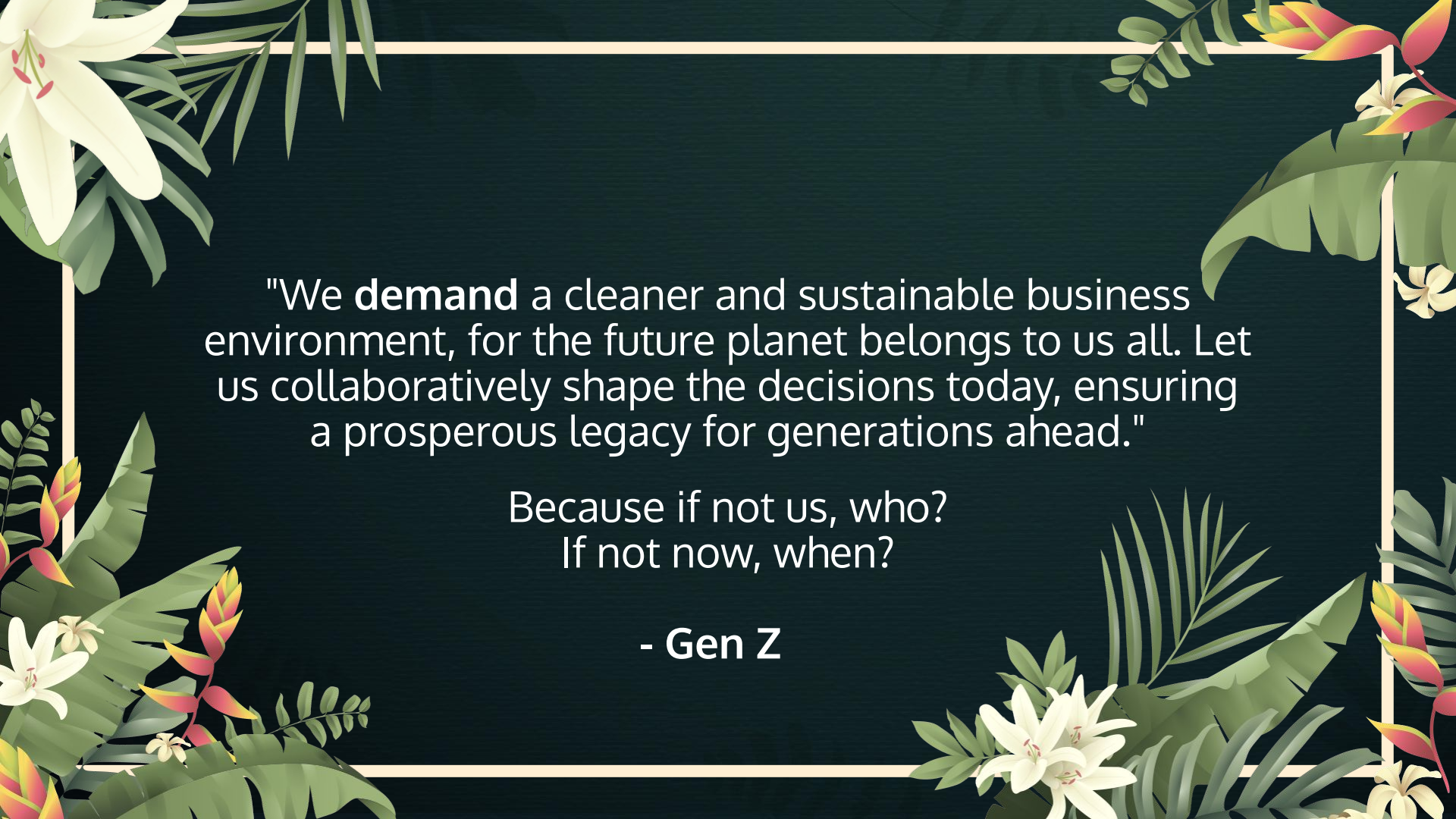
To cater to social media trends.

C

To address environmental and social issues.

D

To maintain the status quo.

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"We **demand** a cleaner and sustainable business environment, for the future planet belongs to us all. Let us collaboratively shape the decisions today, ensuring a prosperous legacy for generations ahead."

Because if not us, who?
If not now, when?

- Gen Z

A decorative border of tropical plants and flowers surrounds the central text. It includes white lilies, pink and yellow bird-of-paradise flowers, and various green leaves like monstera and ferns, all set against a dark teal background.

Questions?