

Environmentally educated employees pays dividends

Feb. 23 -- A new study shows that engaging and educating employees regarding environmental and sustainability issues pays dividends.

The study is from the National Environmental Education Foundation, which said companies that engage employees on the topics "achieve a range of business objectives from attracting and retaining employees to boosting the bottom line."

"While in the past, most environmental education programs were primarily for environmental safety and health employees, many companies now realize that to achieve their sustainability goals, they need to involve the entire workforce," said Diane Wood, president of the foundation. "Successful employee engagement programs motivate employees and can be an asset in recruitment and retention."

The study, called "The Business Case for Environmental and Sustainability Employee Education" is available at www.neefusa.org.

The foundation was chartered by Congress "to advance environmental knowledge and action," according to the organization's Web site. It calls itself a complementary organization to the U.S. Environmental Protection Agency.

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