



MAKING A CASE | Sustainability

Whether your intention is to organize diverse efforts across the board or get a firm grasp on the how's and why's of your organizations business practices, sustainability strategy will be a key factor in your businesses future growth. Take a look at the three P's of the sustainability pyramid...



PROFIT

Otherwise known as economic sustainability, the main component of the pyramid involves a business being profitable. Drive results and revenue by creating a strategy that aligns throughout the organization and involves efficient, cost effective solutions will help to streamline processes. Having success with economic sustainability initiatives opens the door for success in reaching all of your other sustainability goals.

PEOPLE

Socially sustainable companies work to create likeminded benefits while keeping focus on other organizational goals. They put a priority on the practices and policies that best support everyone involved with the organization. This list includes but is not limited to employees, vendors, and surrounding community. Socially sustainable companies employ strategies built around diversity, equality, and inclusion and incorporate education, strong leadership, team building into their strategy.

PLANET

More commonly referred to as environmental sustainability, taking care of our planet refers to the responsibility of managing natural resources. Currently the biggest obstacle to environmental sustainability for all of us is climate change. A few things that can be done quickly to help the planet include going paperless, following a recycling program, and creating a green team to help educate your coworkers. Additionally, the benefits of remote/hybrid work include reducing carbon emissions, and more.

smartdept. is a nationwide creative, digital, and marketing talent resource with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

Sustainability is here to stay! A well-rounded strategy incorporates all three components of the sustainability pyramid. At the top of the pyramid is PROFIT. It goes without saying that the other two P's cannot be a factor unless your organization is profitable. By working to implement cost effective systems and innovative processes you're helping to ensure your businesses profitability. Which, in turn, allows for allocation of resources to hire the very best PEOPLE to help run your organization. Following the guidelines of diversity, equality, and inclusion when you hire will help to identify likeminded professionals who will strive to create an environment that promotes harmony internally, in the community, and for the PLANET.

Another benefit to employing a sustainability strategy is that it aids in attracting top talent. A survey done by Totaljobs identified that job seekers who believe sustainability is a priority fall between the ages 23-38 and that half polled would consider quitting their current job to take a role with a company that was more eco-friendly. Start your journey today by educating your co-workers, building a network of sustainability professionals and **partnering with other sustainability focused companies.**

