



Nottingham Trent  
University

Employer Toolkits

# Sustainability Checklist

Version: 01  
Date: June 2023

Attract



	Yes/No
<b>Attract</b>	
<b>Company Website - This is your business shop window so ensure candidates have everything they need to make an informed decision before applying for roles and will evidence how committed you are to sustainable practice and values:</b>	
Do you have your company mission, vision and values clearly displayed on your website?	
Are your policies up to date and available to be viewed?  E.g., Modern Slavery, Sustainability, Waste, Travel and/or Diversity & Inclusion policy	
Do you regularly update blogs/social media highlighting your commitments to Environmental, Social and Governance?	
Are your accreditations/memberships up to date and visible on the website?	
Does your career page clearly highlight your recruitment and selection process?	
<b>Make your website greener – There are many ways in which you can reduce the emissions on your company website:</b>	
Have you reviewed who hosts your website? Is there a greener choice out there for you?	
Have you worked out what the carbon footprint of your website is so you can plan how to reduce it?	
Have you reduced the size of the files on your website?	
Have you used system fonts?	
Ensure your website is not misleading in any way and subject to greenwashing.	
<b>Job Adverts</b>	
Does the role include sustainable company benefits such as cycle to work scheme, hybrid or work from home options, flexible working, public transport subsidiaries?  If NO, look at what you could embed to attract talent to your business.	
Have you referenced whether you have a sustainability policy in place?	
Do you have a sustainability community team the person can get involved with?  If YES, make it clear on the job advert.	
Are you communicating what your sustainability goals are?	
Is the business committed to making a positive impact on sustainability?  If YES, make your mission, vision and values clear on the advert as this is what talent's looking for when applying for roles.	

Do you print off job adverts?	
If YES, consider going digital to eliminate paper use/printing.	
<b>Job Descriptions</b>	
Do your job descriptions clearly state in the business overview section your commitment to sustainability?	
If NO, review what your commitment is and ensure this is added.	
Does each job description highlight what sustainability KPI's are associated with the role?	
If NO, think about what this person can do to support the business overall commitment and embed to the role.	
Are you looking for somebody who is digitally minded and had knowledge of working on MS Teams, meeting online for example?	
Do you have sustainability skills and experience incorporated in the skills and knowledge section?	
This will attract candidate who are passionate about sustainability and will align with your business commitment and values.	
<b>Job Boards</b>	
Are you aware of the sustainability job boards? Have you used these before and understand the benefits of using them?	
If NO, spend some time reviewing what is out there and try promoting a role on a more sustainable focussed job board. They are becoming increasingly popular for candidates.	
<b>Career Fairs</b>	
Do you consider more sustainable ways of travelling to recruitment fairs/events? Did you know that by travelling by public transport, walking or cycling significantly reduces your business carbon footprint?	
Other organisations may well already be or start asking for your data on this.	
Have you considered eliminating paper from your marketing materials? Or sourcing a more eco-friendly supplier who uses recycled paper or biodegradable materials?	
If NO, there are many ways you can reduce. Some examples here: replace paper materials with QR code taking candidates to your career page, ditch the promo merchandise as recent data shows that around 42% of students/graduates are not influenced by free merchandise and 67% (Cybil Research) have said it's not needed as they already have enough. This will not only save you money but also increase your brand awareness of sustainability impact.	
Do you currently promote your Mission, Vision and Values as well as sustainable company benefits at events?	

<p>This is another successful way of attracting talent to your business. Generation Z are very much values and sustainability driven so be sure to meet these needs.</p>	
<p><b>Candidate Application Process</b></p>	
<p>If your application process requires an application to be completed, is it digital only?</p>	
<p>This will reduce printing and paper waste as well as reducing GDPR risks associated with personal details.</p>	
<p>Do you print off CV's?</p>	
<p>Consider if this is necessary and explore other ways to review applications and CV's.</p>	
<p><b>Sustainable Recruitment Alliance</b></p>	
<p>Have you heard of the Sustainable Recruitment Alliance?</p>	
<p>If NO, have a look at their website and see how you can partner with them free of charge to help improve your recruitment and selection methods and make them more sustainable.</p>	
<p><b>Other Accreditations and Memberships</b></p>	
<p>Are you working towards or already committed to a sustainability accreditation or membership?</p>	
<p>If NO, have a look at what is available. Some are free such as the SME Climate Hub and will help you on your way to becoming a more ethical business. Others to name a few are B Corp, Planet Mark, Science Based Target Initiatives and ISO14001.</p>	
<p><b>Company Benefits – it important to be aware of what company benefits resonate with sustainability focused candidates.</b></p>	
<p>Do you have a cycle to work scheme or subsidised public transport initiatives?</p>	
<p>Do you have secure space for employees to store their bikes?</p>	
<p>Do you offer shower facilities for employees?</p>	
<p>Do you offer volunteering or community engagement initiatives for your employees?</p>	
<p>Is the provider of employee pensions ethical? If not, consider this as a positive change</p>	
<p>Do you have outdoor space on your business premises?</p>	
<p>If YES, have you considered utilising the outdoor space to grow seasonal fruit and vegetable for the team or local community</p>	
<p>Do you offer hybrid/working from home opportunities?</p>	