



# pet sustainability coalition

## HOW TO USE THIS TEMPLATE

This is a customizable sustainability survey template. The questions are designed to help your company better identify employee ideas, knowledge, and barriers to sustainability. The survey is designed to help you capture what employees see as the biggest opportunities or challenges when it comes to your company and sustainability.

Often times our members find this to be an extremely useful exercise because the results help show exactly how employees embrace and perceive sustainability. This allows a company to create a strategy better aligned with reality.

---

### **Employee Survey**

We are conducting this survey to identify sustainability opportunities and benefits. As an employee we need your feedback to help us better understand and integrate sustainability across our business. The survey will take approximately 10-15 minutes to complete. The goals of the assessment are:

- a) Demonstrate how the organization influences and is influenced by expectations and perceptions about sustainability.
- b) Identify opportunities to address the barriers and benefits of integrating sustainability across our operations.
- c) Develop recommendations for policies, programs, and practices that support our sustainability vision and strategy.

You have the right to not answer particular questions if you desire, add comments about specific questions, or to ask for clarification. Your answers are confidential.

---

## Survey Questions

1) What company do you work for?

---

2) What does it mean to you for a business to be "sustainable"?

---

---

---

---

3) How would you describe your personal interest in sustainability?

- Enthusiastic
- Neutral
- Against
- Not enough knowledge

4) How important do you feel the following areas are for our company's sustainability program?

\*\* Note for Certifications category below:

- [LEED](#) (Leadership in Energy & Environmental Design) is a "is a green building certification program that recognizes best-in-class building strategies and practices" developed and administered by the US Green Building Council.
- [B Corps](#) (Benefit Corps) are "certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency".

•	Not Important	Neutral	Important	Not Sure
Sourcing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waste and Recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resource Efficiency (Energy, Water)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Certifications (e.g LEED, B Corp)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Programs and Philanthropy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branding/Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholder Relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee Engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) On scale of one to five, how important do you think sustainability is to our company's overall business success (1=Very Important, 5=Not Important?)

1    2    3    4    5

6) What areas of our business do you think would be most positively impacted by sustainability? (Pick Three)

- Cost reduction
- Increase sales
- Customer perception
- Consumer marketing
- Employee attraction/retention
- Brand value
- Risk reduction
- Future growth
- Attract investment dollars

7) On a scale of one to five, how important do you think sustainability is to our customers or consumers? (1=Very Important, 5=Not Important)

1     2     3     4     5

8) In what sustainability areas is our company performing well or making valuable progress?

---

---

---

---

9) What sustainability areas are missing or contain gaps?

---

---

---

---

10) What goals would you like to see our company achieve with regard to sustainability?

---

---

---

---

11) Through what sustainability lens should our company prioritize its goals (Pick Three)?

Financial: Payback/cost savings/positive margin impact, Investment Funding available, Return on Investment

Brand: Positive consumer perception, positive customer perception, maps directly to organization values, increased sales

Environment: Greenhouse Gas reduction, reduce energy and water, reduce waste

Social: Supports the communities in which we operate, educates and/or empowers employees, makes the workplace healthier/safer, makes a meaningful contribution to pet-related non-profits

Feasibility: Company Buy-in (champion and/or opposition), does it fit within our culture, are needed resources available, priority rank

12) What do you consider to be the major risks in our industry related to sustainability (Pick Three)?

- Consumer Expectations: Continuously evolving and shaping the shopping experience, consumers are increasingly selecting brands that are sustainable.
- Sourcing: Customers and consumers are starting to demand lower impact ingredients and transparency in supply chains, especially regarding protein and GMO's.
- Climate Change: Poses real long term risks to business models tied to agriculture (e.g: disrupting the supply chain, extreme weather events, rising energy costs).
- Health and Safety: Diverse groups of stakeholders are turning their attention to the health and safety of their pet's nutrition, especially regarding pet obesity.
- Animal Welfare: Organizations have succeeded in raising the profile of their concerns and exposing companies who are not addressing the issue.
- Financing and Investment: Traditional sources of capital have recognized the value of sustainability and are including sustainability in funding and lending calculations.

13) Has our company effectively communicated relevant roles, responsibilities, and accountabilities to employees in support of the company's long-term sustainability commitment?

---

---

---

---

14) How strongly do you feel our company is committed to sustainability?

---

---

---

---

15) What barriers do you feel constrain our company's commitment to sustainability?

---

---

---

---

16) What would encourage you to engage more in sustainability (Pick Three)?

---

### General Employee Engagement and Satisfaction

This section of the survey seeks to gauge general employee engagement and overall satisfaction, an important part of being a sustainable company. This will help us understand what's working and what could be better for employees at our company.

17) At work, do you have the opportunity to do what you do best every day?

never       rarely       sometimes       often       always

18) Do you know what is expected of you at work, and have the materials/tools/resources to do what's expected?

	Excellent	Adequate	Less than Adequate	Significantly Lacking
Clear Expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tools and Resources to get the job done	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19) Does your supervisor, or someone at work, seem to care about you as a person?

- Yes, consistently
- Yes, sometimes
- Yes, but not often
- No, at least not genuinely
- No, not at all

20) In the last year, have you had opportunities to learn and grow?

- No (never)
- Rarely (once a year)
- Occasionally (twice a year)
- Frequently (at least once per quarter or more)

21) How you rate your overall satisfaction with your work?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

---

**Thank You!**

Thank you for taking our survey. Your input about our sustainability efforts and engagement with you as employees is very important to us and we appreciate your time and thoughts.

---