Do Green Businesses Have Happier Workers?

GreenBiz Staff

Notre Dame Mendoza College of Business

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Objective:
The objective of this study was to determine whether there was any factual basis for the anecdotal evidence that employees who are able to connect their work to sustainable and green business practices are more engaged at work.

Methods:
The survey was conducted with 1000 dairy farms, their employees, and the spouses of the employees by researchers at Notre Dame’s Mendoza College of Business.

Key Findings:
Early findings suggest that productivity goes up by approximately 40% when workers feel that their jobs “contribute to the greater good.” Employee retention also increases, as does employee satisfaction.

Conclusion:
Employee engagement goes up greatly when workers are able to find meaning in their work. Green businesses can use this to help employees be more motivated.

Full Report