

Green HRM



LEVERAGING PEOPLE FOR TOMORROW...

Green HRM

Green HRM is all about using HRM Policies to promote the cause of environment sustainability for Business

In other words making optimum use of available resources within Business & Organization without disturbing the ECO system

It includes, Environment - Friendly HR Policies & the retention/preservation of knowledge capital

“God will not look you over for Medals, Degree or Diplomas but for scars.... Elbert Hubbard”

Role of HR

The HR role is to be a driver of environmental sustainability within the organization by aligning its practices & policies with Sustainability Goals reflecting an eco focus

HR Tasks:

- Define Company Strategy
- Value & Culture
- Deliver sustainable returns to Investors
- Address Customer Needs
- Identify & respond to emergencies
- Respond to Govt. & Regulatory Expectations
- Influence the public policy agenda



Essential Green HR Activities



Green Office Building
Separate Department
Conduct a Research
Cleanliness Drive
Recycling
Decreased Printing
Reusable Articles
Power Saving

In Brief

Creating a green world where consumers & employees are motivated to change

In fact the HR function can be renamed as “People & Society”



Need for Green HRM

- Reduction in Ecological footprints
- Concentrate on Social Environmental factor
- A Participative & Joint efforts by everyone
- Boosting employee Morale & Satisfaction



Some of GHRM Practices/Initiatives – eHR

- Green Recruitment
- Green Performance Management System
- Employee Involvement (EI) & Employee Participation (PI)
- Green Training & Development
- Green Compensation
- Reward & Recognition
- Green initiatives
 - Green Building
 - Paperless office
 - Conservation of Energy
 - Recycling of waste



Green Recruitments



- Paperless recruitment process with zero or minimal environmental impact
- Applications are invited through online mediums like Job Portals and Social Media
- Use of online application tools and global Talent pools
- Use of telephone, web interviews to reduce travel related environmental impact

Green PMS

- Consists of issues related to environmental concerns and policies of the company
- Green goals are taken to protect the environment. The objective is to concentrate on use of environmental responsibilities
- Role of managers in achieving these goals is also taken into consideration
- Green standards are set for all department such as waste reduction etc.
- Penalty/reflection for non compliance of Goals

Employee Involvement & Participation

- Engage & involve employees in Green initiatives
- An EI approach in Environment Management motivate employees & allows them to detect leakages in the processes
- Delegate responsibilities to employees to ascertain causes of wastes & the actions to be taken to reduce/eliminate it
- Employee Involvement in formulating Green Policies, Strategies as well implementation program
- Focus on Return on Investment

Green Training & Development



- Conducting sessions to promote & educate employees about the Green environment & Policies
- Orientation & Induction programs for the new hires
- Creating awareness across to achieve Organization's Environmental Goals
- Train employees on energy conservation with best business practices to enthused with green initiatives
- Forming Green Teams in each department responsible for awareness/training

Green Compensation (Reward & Recognition)

- Sustainability of organization environment performance is highly dependent on green reward management practices
- Green Reward/Award Management plays a significant contribution
- Organization can practice financial rewards – Incentives/Cash Rewards/Bonuses/Commissions to push Green Products & non financial rewards –Bus Pass, Carbon Credit Cards, Special Awards, Honors, Prizes, Certificates, Coupons for Local Natural Stores, Coverage in News Letters... for building good environmental practices

Green Initiatives



- Complete adoption & Integration of GHRM in Business requires a changed approach towards existing HR practices on part of both the management as well as employees simultaneously
- It is a necessary aspect of achieving overall Corporate Social Responsibilities (CSR)
- Some Examples could be: shared set of values, encouraging cycling to work, car pooling/sharing, promoting Public Transport, Telecommuting, e-work, planting and taking ownership for trees, waste reduction challenges, etc. to name a few...

Green Buildings



- Reduce the exploitation of natural resources that are utilized in construction
- The building has some enhanced features related to green practices such as energy, efficiency, renewal energy & storm & rain water management
- The building serves as platform for financial saving for organization as their construction & engineering involve low cost They can also earn green points and carbon credits based on green points for the infrastructure

Advantage of Green HRM

- Healthy work Environment
- Greater Productivity & Efficiencies
- Create Competitive advantage
- Cost effective
- Ecological Balance – low carbon emission
- Flexibility
- Employee Engagement & Retention
- Rebates and Taxes benefits – subsidies
- Brand Building



Disadvantage of Green HRM

- Costly affair
- Conversion is expensive
- Lack of support for change
- Going paperless – statutory requirement of hard copies



Great Examples on Green HRM

- American Airlines – Working on recycling of waste
- EBay Inc. - Green Training & Green Audit
- ITC – Strong Commitment to Triple Bottom Line Approach
- Infosys – focus is on Green
- Wipro – focus on eco eye
- Suzlon Energy – One earth campus spread over 10 acres fully energy efficient
- Google – Environment Protection work place approach
- Dow Chemical – having WRAP program on Waste Management having focus on ROI
- Allied Signal Inc.. – Clear focus on TWM – Total Waste Minimization Program
- HCL – focus on Green Steps program
- Tata Consultancy Services – 11th World Greenest Company
- ONGC - Eco Friendly Organization
- Idea – Potted Green Plants at Bus Stops across cities

In Conclusion



- Green HR is still in the initial phase
- Need awareness within organization to embrace environment friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint & producing green products
- Help employee to adapt Green Policies/Practices
- The future of Green HRM appears promising for all the stakeholders of HRM

Let us **'Go GREEN'**





**The Journey must Continues..... to transform
People, Communities & Organization**



Contact Us

Email: contact@peoplea2z.com

Twitter: @peoplea2z

LinkedIn: <https://in.linkedin.com/in/peoplea2z-advisory-n-solutions-a52837124>

Facebook: @peoplea2z

Mobile: +91 9810048409