

Innovation in NEW: Breakthrough Launches Sustainability Employee Engagement App

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Climate change represents one of the most pressing challenges of our time. According to the [Intergovernmental Panel on Climate Change](#), global temperatures have risen by approximately 1.5 degrees Celsius above pre-industrial levels, with each successive decade since the 1980s being hotter than the last. These changes are driving more frequent and extreme weather events, leading to devastating impacts. The urgency for action is clear: companies and individuals must prioritize sustainable practices to mitigate the escalating effects of climate change.

Sustainability and Employee Engagement

Employee engagement is a cornerstone of any company's sustainability mission, serving as a catalyst for collective action. Engaged employees actively participate in driving company sustainability goals forward by contributing innovative ideas, adopting eco-friendly practices, and championing sustainability initiatives within their teams. By fostering a culture of engagement that empowers employees to make a difference, companies can achieve their sustainability objectives more effectively, reduce environmental impact, and create a lasting impact on the planet and society.

Sustainability Beyond the Workplace

Employees who are engaged in sustainability practices at work often carry these values into their daily routines, making eco-conscious choices in their homes, communities, and personal lifestyles. They may advocate for environmental causes, participate in volunteer efforts, and inspire others to adopt sustainable practices. This holistic approach to sustainability not only benefits the company's mission but also contributes to a broader societal impact, fostering a culture of environmental responsibility and stewardship that extends far beyond the workplace walls.

Sustainability Drives Talent Attraction and Retention

Sustainability has also become an increasingly important factor for HR departments to consider when attracting and retaining talent. [Surveys](#) reveal that 71% of workers under the age of 35 cite sustainability as a crucial consideration when choosing an employer. Moreover, [42% of Gen Z and Millennial employees](#) have either changed jobs or plan to do so due to climate concerns, highlighting the profound impact that sustainability practices can have on employee attraction and retention. These statistics underscore the importance for HR leaders to champion sustainability efforts within organizations, not only to attract top talent but also to cultivate a culture of environmental responsibility that resonates with employees across all levels.

ZeroMe™ Created to Engage Employees in the Corporate Sustainability Mission

In November 2023, Breakthrough, a U.S. Venture company headquartered in Green Bay, WI, rolled out a new emissions engagement and education platform (ZeroMe) to its team. Developed over the previous two years by a Breakthrough innovation and app dev team, the platform is deployed as both a mobile and web application. After seeing the value ZeroMe could drive internally, Breakthrough launched the homegrown sustainability solution to the external marketplace and broader U.S. Venture family of brands in February 2024, with the roll out expected to be complete to all team members by the end of the year.

ZeroMe is more than an emissions tracking solution; it's a platform to engage employees and help drive real organizational change to support corporate sustainability goals. Sustainable lifestyle habit recommendations and micro-learning modules empower employees with the knowledge to drive impactful change and reduce their contributions to employee-related scope 3 emissions. This not only helps employees make more sustainable choices outside the workplace but also reduces their overall environmental footprint.

ZeroMe, a Solution for Employee-related Scope 3 Tracking and Reporting

ZeroMe's easy-to-use employer dashboard gives companies accurate and on-demand employee-related scope 3 carbon emissions reports and data visualizations, making monitoring and reporting these emissions easier. These visualizations also arm companies with the necessary data to craft their sustainability strategy and tap into employee engagement, fostering a culture of sustainability for maximum impact.

Learn more at <http://zerome.com>.