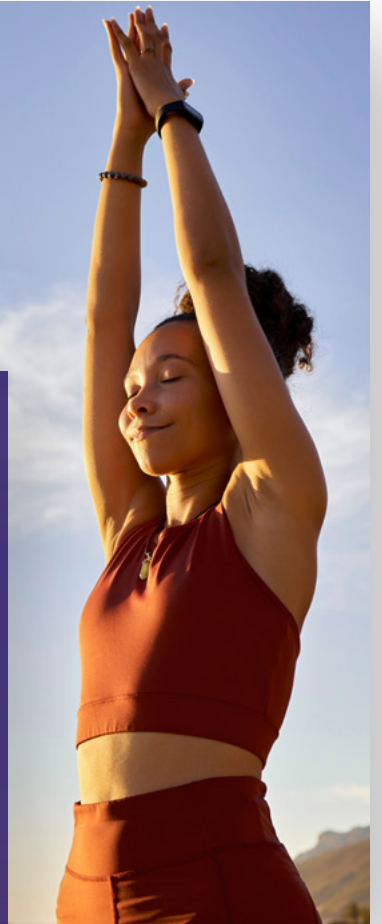


Enabling sustainable HR through Employee Sustainability Proposition (ESP) auditing



Triodos Bank

Triodos Bank is a leading expert in sustainable banking. The bank focuses on making money work for positive social, environmental and cultural change. This means that it covers a broad range of sectors – from renewable energy, organic farming, and social housing to retail, charities, and education. Triodos Bank has banking activities in the Netherlands, Belgium, the UK, Spain and Germany, as well as Investment Management activities based in the Netherlands but active globally. Since 1980, its sustainable financial products have enabled individuals and organisations to use their money in ways that benefit people and the environment.

THE CHALLENGE

As Triodos Bank continues to grow in the UK, it's important that the core principles of sustainability are embedded into all aspects of its HR and Talent Acquisition strategy and approach.

The bank wanted to explore how its recruitment, employee reward, employee travel and employee consumption all align with its purpose and mission.

They also wanted to clearly and accurately communicate their meaningful work to both potential employees and their current employee community, to support talent attraction and retention.

This meant they needed to clearly define their Employee Sustainability Proposition (ESP). This is the environmental, social and governance promises they make as an employer to their employees in return for their commitment. This promise entails the sum of all the benefits and rewards employees receive from Triodos and what they can expect from working there.

THE SOLUTION

Triodos partnered with RSConsultancy to utilise their Environmental, Social, and Governance (ESG) for HR practice. This collaboration led to a three-phase audit methodology.

1. Auditing the existing proposition:

First an audit of Triodos's existing Employee Sustainability Proposition (ESP) was carried out. This involved a meticulous analysis of Triodos's Employee Sustainability Proposition (ESP) against 84 data points using our 5 Spheres of Interest Model spanning:

- Environmental
- Social (impact, purpose, self-wellness, and meaning)
- Social (belonging, diversity, and inclusion)
- Social (self and wellness)
- Governance

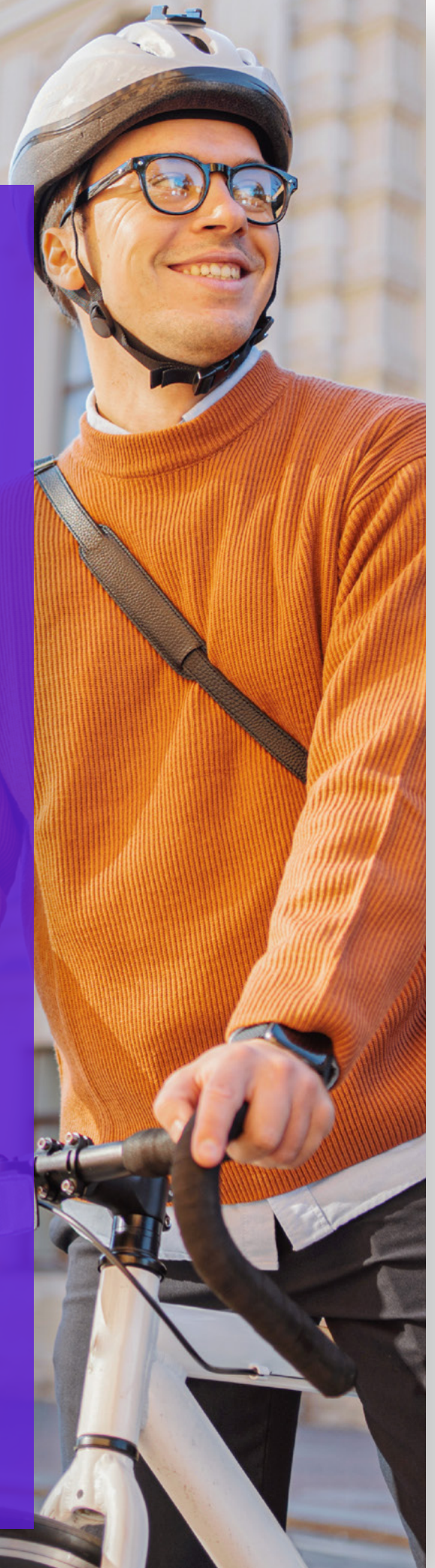
This phase provided a data-informed analysis of how comprehensive their sustainability commitments and offerings are for their employees and potential candidates. Data points included green benefits such as electric car purchase schemes, single-use plastic bans in offices, sustainable travel policies, green recruitment, pay gaps, psychological safety mechanisms, corporate social responsibility, and compliance.

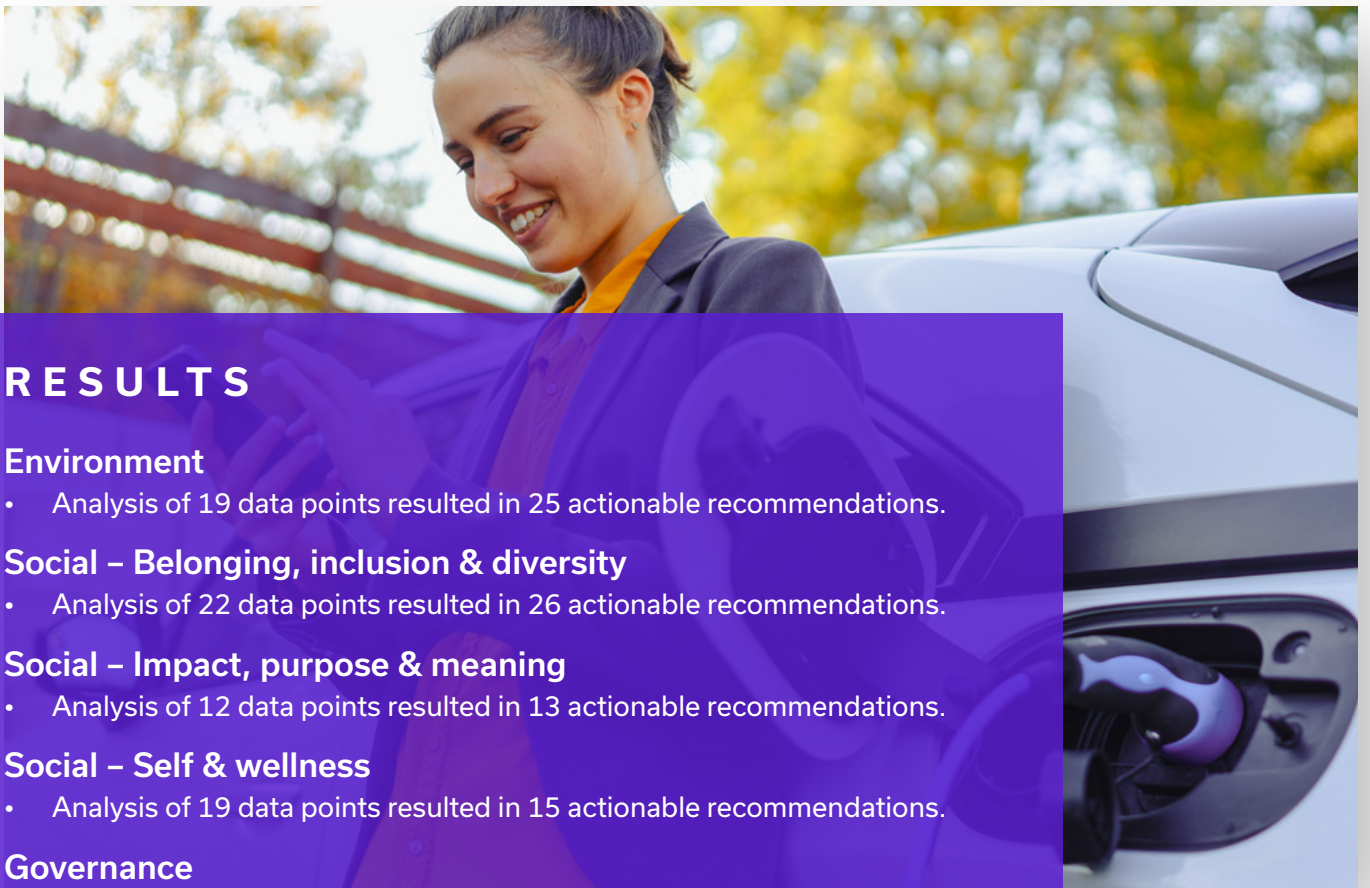
2. Messaging and employer branding:

This part of the audit scrutinised how the Employee Sustainability Proposition (ESP) was communicated to existing employees but also potential candidates. This was done by analysing Triodos's employer branding and content. Research shows that ESG is an increasing priority for employees and can determine whether an individual chooses to apply for a role and whether current workers choose to stay. The Audit analyses how each of the 84 data points is messaged to candidates and employees.

3. Recommendations and roadmap:

Phases 1 and 2 provided transparency and clarity, but for meaningful and impactful change to happen, recommendations were provided to Triodos to improve both their proposition and messaging. Phase 3 of our audit provided actionable recommendations, enabling Triodos and Resource Solutions to create a roadmap of prioritised interventions.





RESULTS

Environment

- Analysis of 19 data points resulted in 25 actionable recommendations.

Social – Belonging, inclusion & diversity

- Analysis of 22 data points resulted in 26 actionable recommendations.

Social – Impact, purpose & meaning

- Analysis of 12 data points resulted in 13 actionable recommendations.

Social – Self & wellness

- Analysis of 19 data points resulted in 15 actionable recommendations.

Governance

- Analysis of 12 data points resulted in 5 actionable recommendations.

Triodos Bank now has a prioritised roadmap of impactful recommendations designed to help achieve strategic ESG objectives, support talent acquisition and minimise employee attrition.

TESTIMONIALS

“The Employee Sustainability Proposition (ESP), from the ESG for HR practice, provided a deep analysis of our sustainability initiatives essentially ‘holding a mirror up’ to our current practices and commitments and how we communicate this. This data led approach allowed us to not only see what we are doing well but also where we needed to improve. As a purpose-led bank, it’s essential that our employee value proposition mirrors the Environmental, Social and Governance principles that are at the heart of our organisation. The Audit provided the insights, rationale and recommendations required to enable us to make real progress on this journey”.



Catherine Ridd
HR Director,
Triodos Bank



Tom Lakin
Practice Director –
Sustainable HR,
RSConsultancy,
Resource Solutions

“Triodos Bank is a global leader in responsible, sustainable business and partnering with them to audit their Employee Sustainability Proposition (ESP) and messaging to candidates and employees is one of the most impactful projects I have worked on. Identifying opportunities to drive meritocratic hiring, embed sustainability in HR strategy and optimising employer branding to attract hard-to-find talent resulted in a high-impact project resulting in transformational change”.



ABOUT

ESG for HR and RSConsultancy

RSConsultancy is powered by Resource Solutions, a leading provider of outsourced recruitment and consultancy solutions, with a global footprint spanning 31 countries. As part of the Robert Walters Group, we build powerful partnerships to solve complex talent challenges so organisations can optimise their workforce. By putting expertise, intelligence, and innovation at the forefront, we redefine work so everyone has a lifetime of opportunity.

Our suite of innovative and ethically informed solutions helps our clients adapt and grow to fit the emerging talent landscape. Spearheaded by our award-winning consultants who are experts in their fields of DE&I, ESG and market intelligence - many of our solutions including the recruitment [Diverse Hiring Audit](#) and [RS Intelligence](#) have helped clients deliver strategies to enable diversity and see reductions in cost and time to hire.

Our ESG for HR Practice is the first specialist consultancy of its kind - enabling organisations to win the war on talent by understanding, unlocking and developing the best-in-class Employee Sustainability Proposition (ESP) for their organisation.

INTERESTED IN FINDING OUT MORE?

To find out more about our [ESG for HR](#) Practice and Employee Sustainability Proposition (ESP) audit please contact tom.lakin@resourcesolutions.com to arrange a complimentary consultation and action meaningful change in your business.