

TOOL 3

CHECKING OUT A POTENTIAL EMPLOYER

Want to know if a potential employer matches your values and is good for people and planet? We've created this simple scoring system to help you identify whether they're already limiting their impact, working to become more sustainable or if they're damaging our world without really worrying about the consequences.

Use the questions in this tool to guide discussions with your potential employer and get a better understanding of their purpose, practices and what they really care about. For each question, select the answer that most accurately describes the organisation you're thinking of working for and score them accordingly.

The tool provides you with two scores:

- 01** If the organisation is good for the world
- 02** If they're good for you as an employee

The results will give you a quick indicator on whether working for them is likely to warm your soul with purpose-led work, if they have good potential but it's worth checking their credentials a bit more deeply or if they're operating with zero thought for our planet.

**Remember, this is a guiding tool rather than a prescriptive one - it can't give you absolute certainty that an organisation you're looking at is smashing it in sustainable development but it can help you start asking the right questions.*

Understanding the scores...

Good for the world

Less than 8 points

Not a business to devote your skills to

8-21 points

Worth considering, you could help them keep improving

22+ points

Sounds like a great opportunity!

Good for you

Less than 9 points

They're not looking out for your needs

9-21 points

Worth asking more questions about how they support their employees

22+ points

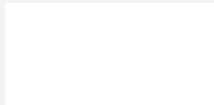
They're taking care of their people



Good for the World

Why does the organisation exist?	For profit or commercial goals	[1]	
	As a more sustainable/purposeful alternative	[2]	
	To influence or educate	[3]	
	To support charities, purpose-led organisations or individuals	[4]	
	To accelerate sustainable development or for positive purpose	[5]	
What do they do?	Sell luxury products/services	[1]	
	Sell products/services that aren't essential to life	[2]	
	Sell essential products	[3]	
	Deliver essential services	[4]	
	Take action against climate, ecological or purpose issues as a primary business function	[5]	
How do they benefit the world?	Commercial goals and economic contribution	[1]	
	Are a more sustainable alternative	[2]	
	Financially support organisations, or charities (e.g. 1% for The Planet etc)	[3]	
	Have a Foundation, charity arm, or are directly involved in change for the better	[4]	
	Are a charity, CIC, social enterprise or similar	[5]	
What costs are associated with their work?	Exploitation, hazardous waste or deforestation	[-5]	
	High plastic/non-biodegradable/non-recyclable/emissions output, high power/resource use, social inequity or imbalance	[1]	
	Some costs but they reduce and offset them where possible	[3]	
	No costs, they are fully sustainable, circular and equitable	[5]	
Do they have independent purpose accreditations?	No	[1]	
	Public-facing awards but no meaningful accreditations	[2]	
	Meaningful measures/monitoring in place but not seeking accreditation	[3]	
	In progress, working towards them	[4]	
	Yes, B-Corp, ISOs or similar	[5]	
Do they work in a controversial sector?	Oil, gas, tobacco, arms (production or distribution)	[-5]	
	Finance	[1]	
	Consumer goods, energy, transport, manufacturing	[2]	
	Marketing, comms, PR, advertising, hospitality	[3]	
	Health and social care, sustainability, music and arts, education	[4]	
	Charitable or non-profit to accelerate sustainability or purpose	[5]	
Are they well represented through diversity, equality and inclusion (DEI)?	No diversity, no evidence of DEI policies	[1]	
	Minimal diversity at junior levels, some DEI policies/practices	[2]	
	Some diversity at senior levels, active DEI policies/practices	[3]	
	Some diversity at all levels, salary transparency, clear DEI policies/practices	[4]	
	Balanced representation of people at all levels of seniority, with clear DEI policies and full transparency	[5]	

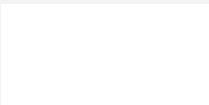
THE 'GOOD FOR THE WORLD' SCORE

 [TOTAL]

Good for you

Do they have recruitment processes in place that aim to avoid bias?	No	[1]	
	Yes	[2]	
Are all employees paid above the living wage?	No	[1]	
	Yes	[3]	
Are they transparent and fair about who gets bonuses?	No	[1]	
	It's transparent, but only senior leaders get them	[2]	
	Everyone gets them, but it's not done transparently	[3]	
	Completely transparent, bonuses are related to performance and seniority	[4]	
	Completely transparent, bonuses are related to the progression of purpose or collective performance	[5]	
Do employees have access to socially responsible saving funds / pensions?	No	[1]	
	Only full-time, permanent employees	[2]	
	Yes, all employees	[5]	
Are any supplementary health benefits offered?	No	[1]	
	Only for full-time, permanent employees	[2]	
	Yes, for all employees	[5]	
What training opportunities are offered to workers for professional development?	None	[1]	
	Only for full-time, permanent employees	[2]	
	Yes, for all employees	[5]	
Are there specific employee review processes?	No	[1]	
	Only for full-time, permanent employees	[2]	
	Yes, for all employees	[5]	
Does the company monitor and evaluate worker satisfaction and engagement?	No	[1]	
	Yes, less often than once a year	[2]	
	Yes, at least once a year	[5]	

THE 'GOOD FOR YOU' SCORE

 [TOTAL]

Disclaimer: please remember this is a guide, not a guarantee that an organisation who scores well is sustainable or a good employer.