

Contents

4 Sustainability in the Workplace

4 From private to professional life: people increasingly *purpose-driven* at work

6 Attention to sustainability: a key feature of the perfect workplace

11 Creating synergies between companies' strategy and *purpose*

11 Why turn to sustainability: the expected benefits for *purpose-driven* companies

13 From strategic to operational thinking: the initiatives promoted to support sustainability

15 Gratified but not satisfied: Italian workers emphasize several areas for action to achieve the sustainable success

19 The Importance of the Business Ecosystem and Institutions in supporting sustainable transition

22 Conclusions

23 "The Conscious Citizen" Observatory: Previous Publications

23 Methodological Notes

24 Authors

24 Research & Editorial

25 References



Sustainability in the Workplace

From private to professional life: people increasingly *purpose-driven* at work

Today, people demonstrate a higher consciousness and wish to live pursuing their *purposes* while fully respecting the environment and society. Thus, sustainability is progressively gaining importance in several aspects of everyday life.

Data from Deloitte's "The Conscious Citizen" Observatory show that more than 2 out of 3 respondents say they have already started to gradually change their habits, moving toward a more conscious approach. An additional 23% say they are undergoing a phase where they are willing to identify the most appropriate ways to redefine their lifestyle into a more ethical and sustainable one.¹

People manifest their attention to sustainability by engaging in various more responsible behaviors that have been particularly boosted following the consequences generated by the pandemic, the geopolitical tensions, and the climate change. The attitude of introducing more conscious habits in the daily routine has also begun to spread to another aspect of everyday life, to which Italians devote, on average, more than 36 hours per week,² namely, work.

The growing relevance of sustainability in professional life is reflected in the data collected by the Deloitte Observatory: one in 2 respondents claim to adopt virtuous and responsible behaviors even in the workplace.

This new way of living, managing everyday life, and relating to the world by following sustainability principles, even in the working sphere, has inevitable implications for companies. Indeed, Italian companies recognize that climate change is the top priority – as indicated by more than one in 2 Italian executives³ – and they cannot overlook the central role assumed by sustainability. Italian executives are already taking steps in this direction: 8 out of 10 are stepping up their investments in sustainability to meet the challenges posed by an evolving environmental context⁴ and are optimistic that economic and responsible growth can be achieved while meeting, for instance, the sustainable development goals set by the United Nations.⁵

¹ See, for example, Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all ([Italian Agency for Development Cooperation](#), 2015).

The increased awareness of workers and companies in Italy also points to how the business world is moving toward the creation of an increasingly sustainable environment inside and outside the corporate setting. Indeed, while individual responsibility remains critical, companies must be at the forefront of the change process. That means not only generating a financial return for their shareholders – which has been identified by nearly one in 2 executives as a significant positive aspect of adopting a sustainable approach to business⁵ – but also ensuring benefits, not only financial ones, for the broader stakeholder ecosystem, generating a positive impact on the society and the environment.

By integrating sustainability into business strategy and operating models, the company's *purpose* results enhanced. Therefore, business leaders increasingly have the potential to drive change not only within their organizations, but also in the broader ecosystem in which they operate. In doing so, they can contribute to the evolution of the socioeconomic environment from a sustainable and innovative perspective, while meeting the needs not only of their customers but also of society as a whole.

Attention to sustainability: a key feature of the perfect workplace

These days, companies are increasingly urged by all stakeholder groups to take action on sustainability. Specifically, employees are becoming an increasingly influential group. As evidence of this, nearly 7 out of 10 Italian executives say their organizations have been prompted to increase sustainability actions precisely due to their workers' growing demands for managing climate issues.⁶ Thus, organizations need to be aware of their employees' expectations and, more broadly, those of the labor market toward ESG issues to optimize their conscious and *purpose-driven* strategy for HR management and talent acquisition while still meeting stakeholders' expectations.

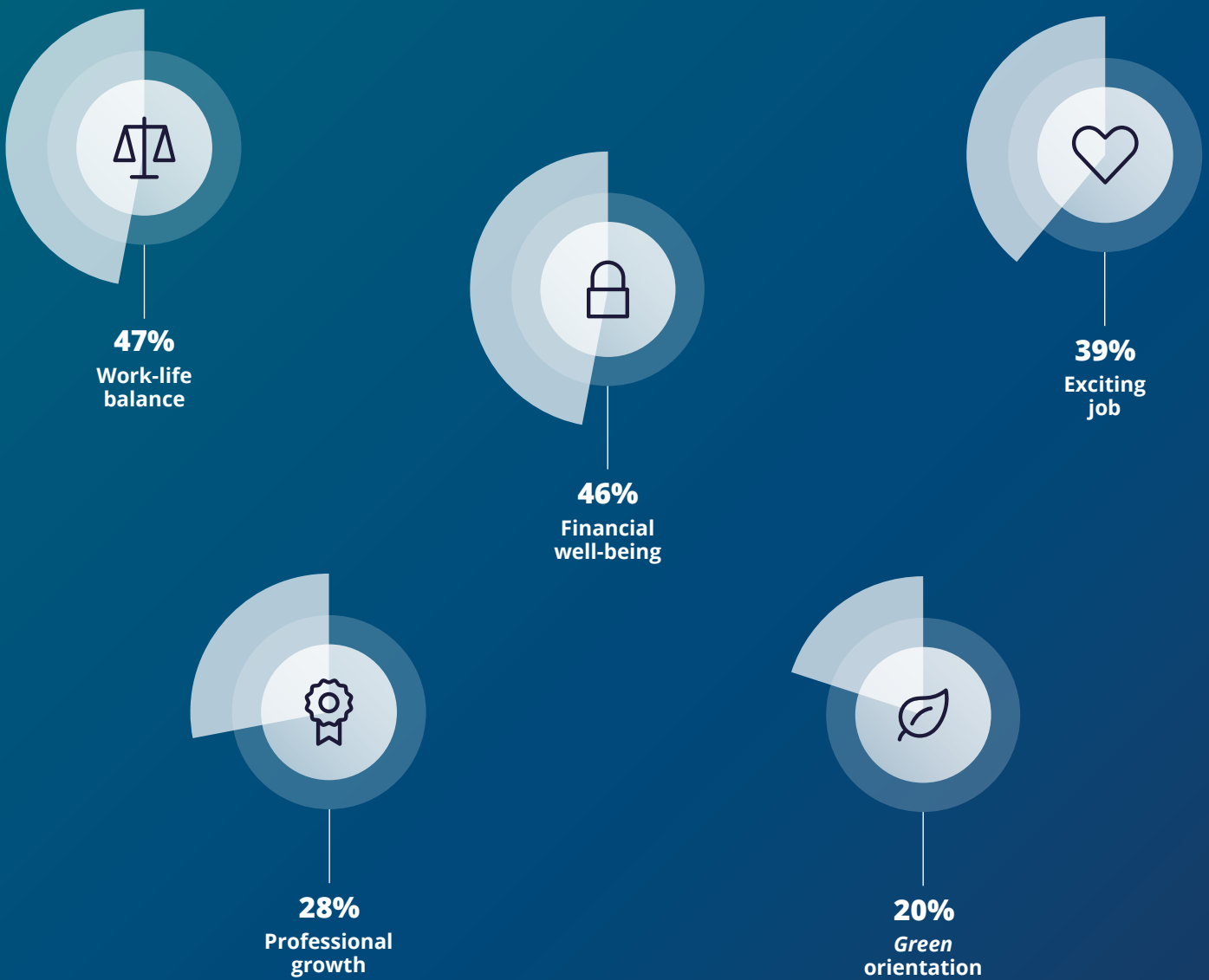
The Deloitte Observatory reports that corporate attention to sustainability, in its broadest meaning, is the main criteria when choosing an employer for Italian workers.

This finding shows that workers in Italy want to commit personally to implementing virtuous behaviors in their professional and nonprofessional lives. At the same time, they also recognize the need to reserve ample space for the theme of sustainability in the corporate context so that the adoption of conscious and innovative practices becomes a goal to be pursued collectively. Attention to sustainability thus becomes a highly demanded feature that, in some cases, is considered so essential that is not even questioned, as 40% of respondents indicated.

When evaluating a workplace overall, Italian workers opt for those companies which prioritize the main dimensions of sustainability, from improving people's social and financial wellbeing to environmental sustainability and climate change mitigation.

According to data collected by the Deloitte Observatory, talents would be increasingly attracted by companies which define and implement appropriate organizational tools and strategies that enable them to optimize several aspects of the working experience.

Figure 1 | Job selection criteria



First, almost one in 2 Italians is interested in working for a company that promotes people's well-being and offers them the opportunity to balance work and personal commitments. Increasingly, workers want to apply for organizations that guarantee to do their jobs according to an agile and flexible model, which includes the "right to disconnect". In this sense, they especially look for companies following a holistic approach that simultaneously encompasses physical, mental and social well-being, thus enabling the full realization of the individual's potential through the integration of professional and personal life.

Second, 46% of interviewees are looking for a job that ensures a financial treatment that is sustainable. On the one hand, compensation must reflect the value of the individual employee and his or her contribution to the success of the company; on the other hand, it must enable people to live their lives according to a certain standard of quality, providing with the resources to meet not only primary but also other needs, including the adoption of ever more conscious lifestyles. It is noteworthy that the two criteria mentioned so far, while encountering similar levels of preference across generations^b, are ranked by them in a different order of importance: Gen Z and Millennials tend to prioritize financial wellness (43% and 47%, respectively) and place the pursuit of a professionally and personally balanced life in second place (42% and 46%, respectively), while Baby Boomers prioritize work-life balance (46%) over financial security (42%).

Third, people favor companies that promote a culture and approach to business that is aligned with their personality and values. This allows them to work not "only" to earn a salary, but also to satisfy their passions, inclinations and interests (39%). According to the evidence collected by the Deloitte Observatory, this aspect becomes increasingly relevant as career progresses: in fact, only 31% of Gen Z workers mention it as particularly important.

Fourth, Italians look at those companies that are committed to offering talent a clear path to professional growth and development (28%). Respondents – and in particular the younger generations (42% of Gen Z and 31% of Millennials) – therefore show a preference for organizations that make it a priority to enhance each individual's talent, constantly striving to ensure that each individual resource can keep growing with the company, improving in line with their personal aspirations and making a contribution that matters.

Finally, besides asking companies to qualify themselves as caring about people, their growth and wellbeing, a fifth of Italians – and especially Baby Boomers (27%) – want to work for organizations that implement a responsible business model with a focus on environmental sustainability.

^b Generation Z (Gen Z) stands for the generation of those born between 1996 and 2009; Millennials for those born between 1981 and 1995; Generation X (Gen X) for those born between 1966 and 1980; and Baby Boomers for those born between 1946 and 1965.

Alongside aspects related to sustainability in its many forms, workers then mention the significance of the alignment between the skills they possess and those required in performing their jobs and the need for training. Indeed, people want to work for a company that allows them to perform tasks consistent not only with their passions, but also with their skills and capabilities (18%). In addition, they would like organizations to enhance employee training (16%) through dedicated programs for developing new skills (reskilling) and upgrading existing ones to gain access to more advanced and higher value-added tasks (upskilling).

What people desire is to work in an innovative company that drives change by putting sustainability (environmental, economic, social and "human") at the heart of their strategies and operating models, in line with their own *purpose*. Among the most sought-after employers are those who approach sustainability holistically, ensuring the social and economic wellbeing of the individual in terms of work-life balance, tenure, and opportunities for professional growth.

It is important to remember that the term "sustainability" implies not only attention to the environmental aspect but also the human and social one, namely *human sustainability*⁷, which in the working world becomes even more meaningful and is linked to the creation of value for existing and future workers and, more broadly, society as a whole. Therefore, a "good job" is one with a holistic approach where the worker's health, safety, and well-being are prioritized (for both the employer and the employee) and where the job itself contributes to a sustainable environment, both inside and outside the company. Sustainability centric are most likely to enhance the potential of workers by working on the individual's general well-being, making them better trained, healthier, more connected to the corporate's *purpose*, making them feel part of a larger and more conscious reality. In this sense, human sustainability is about acting on the individual rather than the business organization itself. According to Deloitte's "2023 Global Human Capital Trends", 64% of workers said they would be more attracted to and stay more willingly in a company that creates value for both shareholders and workers as human beings and society. Human sustainability has also risen steadily higher on the top management's agenda, and 79% of business leaders also agree that the organization is responsible for creating value for workers as human beings and for society at large.⁸



Creating synergies between companies' strategy and *purpose*

Why turn to sustainability: the expected benefits for *purpose-driven* companies

Employees and other stakeholders increasingly urge corporate leaders to integrate sustainability aspects into their corporate culture, *purpose* and goals, accommodating their demands for products and services but also for a strong alignment of values throughout the organization.⁹ Promoting the transition to a net-zero emission and socially responsible economy through a deep redefinition of the business models and underlying corporate strategies enables value creation for stakeholders and society in the medium to long term and turns sustainability into an essential and distinctive competitive factor.

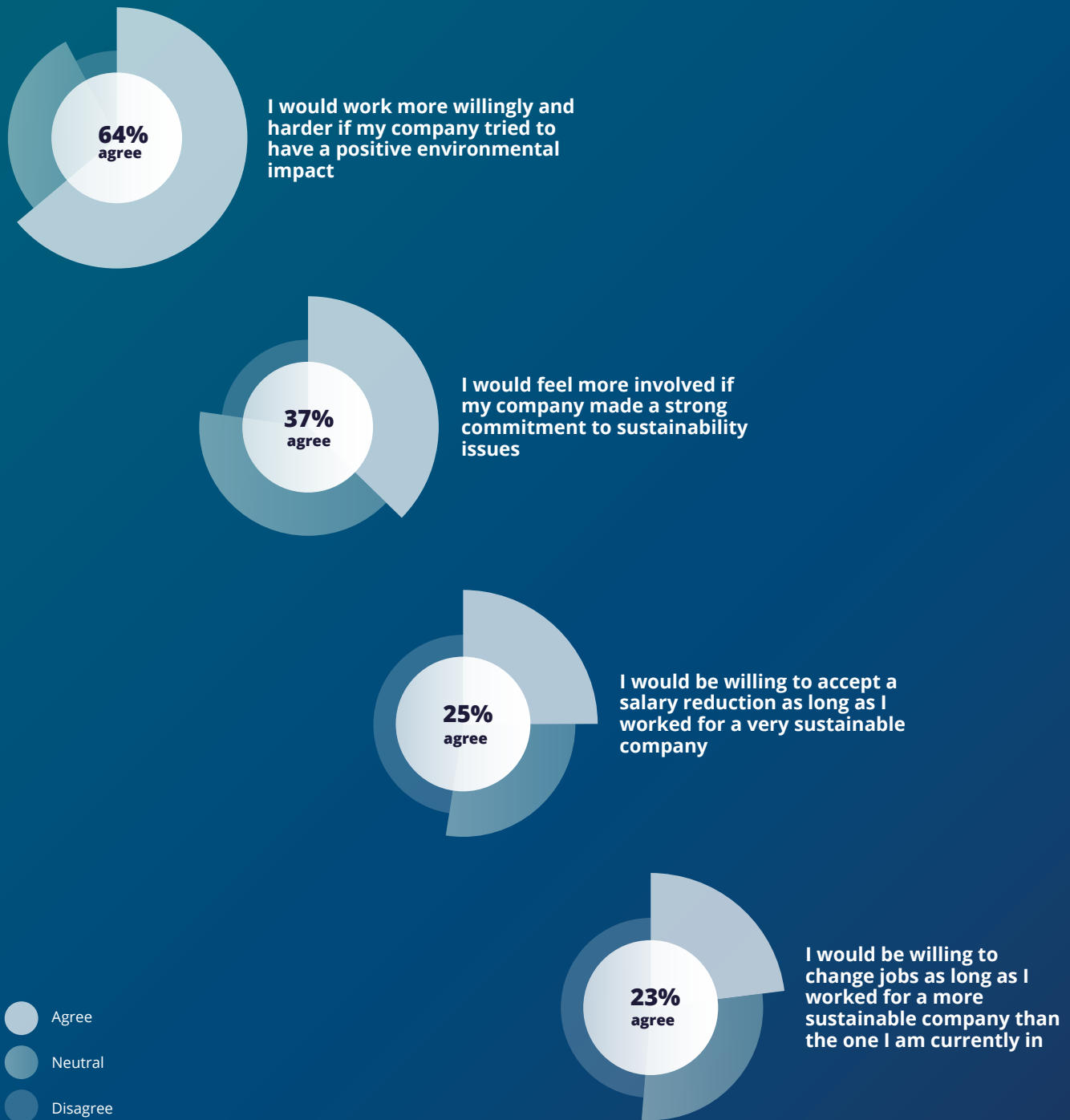
Consequently, sustainability is now a key driver for growing the company and the system around it in terms of spreading innovation, generating new business opportunities, and reducing exposure to climate, environmental, and even reputational risks, with a tangible return over the immediate and medium term. Moreover, expanding and increasingly integrating business strategies with a sustainability roadmap can give companies opportunities to differentiate against competitor and yield competitive advantages in terms of innovation, market penetration, client branding, and community development,¹⁰ within and outside their industry. But that is not all.

Embracing sustainability strategically and becoming a conscious company can generate significant benefits regarding increased productivity and workforce engagement, talent attraction, and personnel cost optimization.

While conscious companies that seek to create value for the wider ecosystem are capable of improving employee retention, as also reported by Deloitte's "2023 Global Human Capital Trends", nearly two-thirds of those surveyed by the Deloitte Observatory think that organizations' active engagement in sustainability issues also results in greater willingness and dedication to work among their staff. In addition to this, there is also a strengthening of the bond with the organization in terms of increased involvement, as signaled by about 4 out of 10 interviewees. The employees' engagement is essential in achieving ever more ambitious sustainability goals. Achieving them requires sharing with employees one's *purpose*, a change-oriented vision, and a responsible, conscious, and inclusive corporate culture. Thus, sustainability is the key to creating a productive, responsible, and engaged workforce.¹¹

In addition, sustainability provides an added value when companies approach the labor market and want to attract new talent. Approximately one in 4 workers are strongly interested in conscious companies and say they would be willing to change their current employer even in the face of a pay cut.

Figure 2 | Sustainability and workforce: the benefits for conscious companies



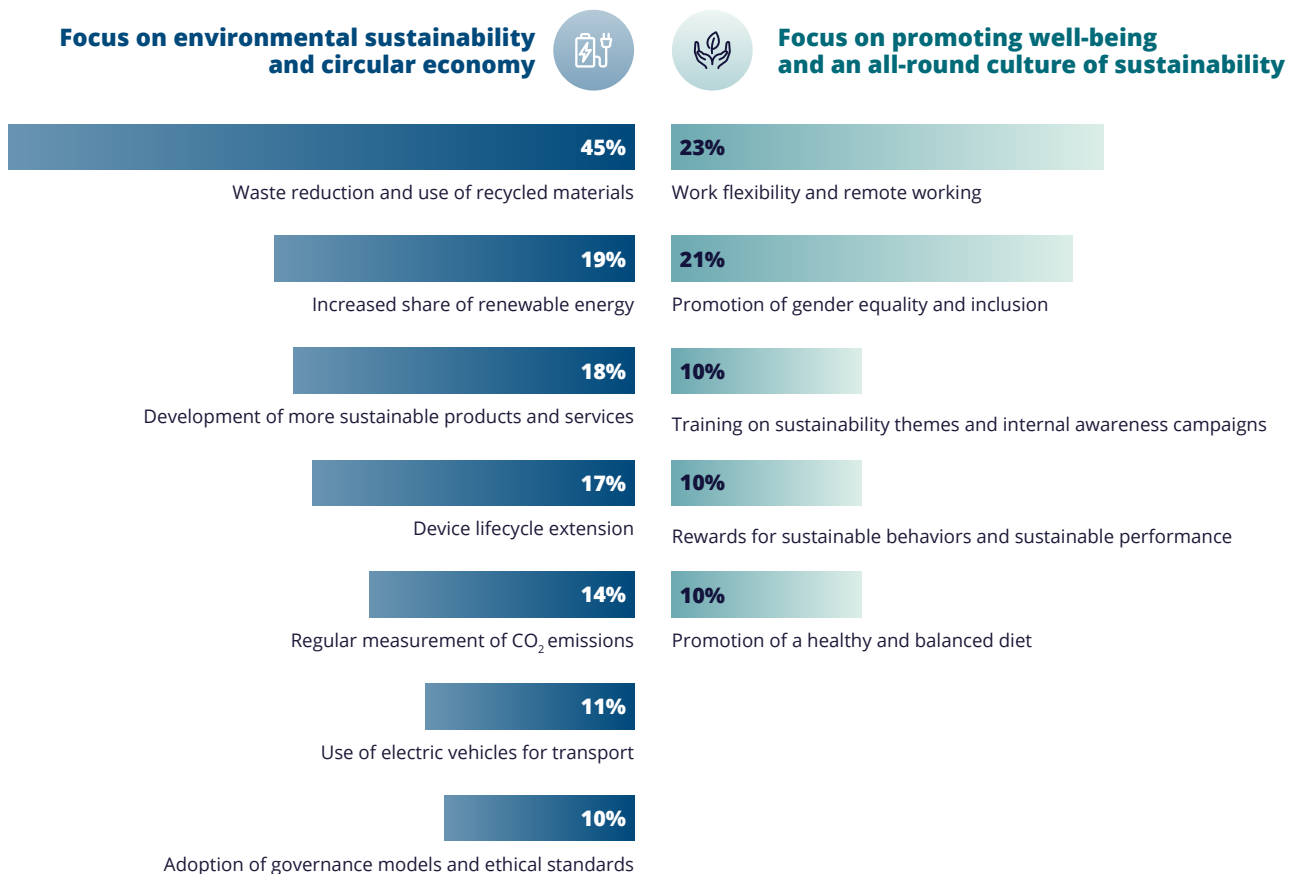
Q: Could you specify how much you agree with each of the following statements?
Deloitte, "The Conscious Citizen" Observatory, 2023

From strategic to operational thinking: the initiatives promoted to support sustainability

Companies are adopting approaches and solutions that respond, to varying degrees, to Italians’ new sustainability needs, and that are part of the broader sustainable transition process they are pursuing. This path, which requires redefining business models on the basis of a stronger and more synergistic relationship between corporate’s strategy and *purpose* from a sustainable perspective, has already begun. According to Deloitte Observatory, one in 3 companies have already integrated sustainability into their *mission* and strategy.

Italians emphasize the implementation of a range of activities and initiatives by the companies for which they work, that testify the evolution of their business models along 2 main directions: one marked by *green* and circular economy, on the one hand, and one inspired by well-being and a culture of all-round sustainability, on the other.

Figure 3 | Activities carried out by businesses in favor of sustainability



Q: Which of the following sustainability activities does the company you work for already carry out?
Deloitte, “The Conscious Citizen” Observatory, 2023

The first area, namely that based on attention to the environment, encompasses all the activities needed to reorganize companies' processes and foster the business model evolution in an increasingly responsible perspective, through the adoption of circular approaches.

The scarcity and rapid depletion of natural resources, the large amount of waste, and the massive production of waste to be processed, handled, and disposed of are pushing companies to move away from linear production models. For this reason, nearly one in 2 organizations is adopting circular economy models to minimize waste and use recyclable materials in their production processes. In addition, many organizations are focusing on optimizing and extending the life cycle of the devices provided to employees (17%). Shifting to more sustainable production models can bring several benefits besides reducing pressure on the environment, including more security in the supply of raw materials, a strong stimulus to innovation, and a contribution to the growth of the economy and employment.¹² On this regard, Deloitte estimates that the transition to a net-zero economy should bring in 2070 a positive net benefit that can be quantified as a positive annual GDP difference of 3.3% (115 billion euros) for Italy and employment growth of 470 thousand workers.¹³

As to decarbonization, one-fifth of companies are embracing renewable energy with more conviction, pursuing decarbonization goals either through cogeneration^c or by renegotiating contracts with their provider involving "100%-renewable" electricity. In addition to these two aspects, the surveyed workforce report that companies are also redefining their offerings by running innovation programs aimed at developing products or services with a low environmental impact and better managing the trade-off between price, performance, and sustainability (18%). Other initiatives that organizations in this area are currently implementing include a solid support for sustainable mobility (11%) – for example, through car fleet electrification and the provision of incentives for the use of public or low-polluting vehicles – and the adoption of governance models and ethical standards (10%).

In the second area, focused on promoting well-being and spreading an all-around sustainability culture, includes all those activities that are *human-centered* and have a strong social focus, consistent with what has already been stated with respect to new lifestyles and conscious behaviors. Moving in this direction, companies are committed to improving employees' work experience and creating an increasingly inclusive work environment – in line with their own *purpose* – where each individual can feel good and finds the right conditions to develop both as a professional and as a person.

More than one-fifth of the activities most frequently initiated by employers to promote well-being and affirm sustainability values within the organization are directed at encouraging work from home, on the one hand, and gender equality and inclusion, on the other. As a result of the pandemic, the number of remote workers in Italy has surpassed 7 million – about one-third of the total working population compared with only 2.5 million in 2019.¹⁴ Remote working benefits employers – especially in terms of costs, since it allows to save on several expenses, and particularly those associated with using physical facilities – and employees – in terms of flexibility and well-being, since it allows to manage their daily routines by choosing their location and preferred way of working.

On the other hand, the promotion of gender equality and inclusion, mentioned by 21%, allows for the spread of an organizational culture that encourages the sharing of ideas, perspectives, and experiences and that is respectful and appreciative of individual differences in a way that enables individuals to thrive.

Finally, other initiatives are adopted by companies in spreading a pro-sustainability culture among employees. These include, for example, the delivery of training courses on the topic of sustainability along with internal awareness campaigns (10%) and the promotion of a healthy and balanced diet (10%). As a matter of fact, organizations try to educate their employees and raise their awareness of the importance of acting sustainably in every aspect of their daily lives by scheduling moments devoted to increasing individuals' knowledge on the subject or fostering nutrition education in the workplace.

When sustainability is posed at the heart of both companies' strategic approach and *purpose*, organizations have the unique opportunity to create the ideal environment for the realizations of long-term initiatives aimed at promoting well-being not only for the society and the environment, but also for the company itself and its people.

^c An example is the installation of solar panels (thermal or photovoltaic) or mini wind power systems

Gratified but not satisfied: Italian workers emphasize several areas for action to achieve the sustainable success

Organizations that are committing their strategies around a conscious and *purpose-driven* ideal of sustainability and bearing in mind the “Why” behind what they do, are more innovative than others and respond to today’s challenges more successfully, also gaining favor not only from their stakeholders, (employees above all), but also from the whole society.

Indeed, more than one in 3 Italian employees reports that its employer is providing its own staff with resources to encourage the adoption of virtuous behaviors in the workplace and declares itself satisfied with its company’s commitment to sustainability.

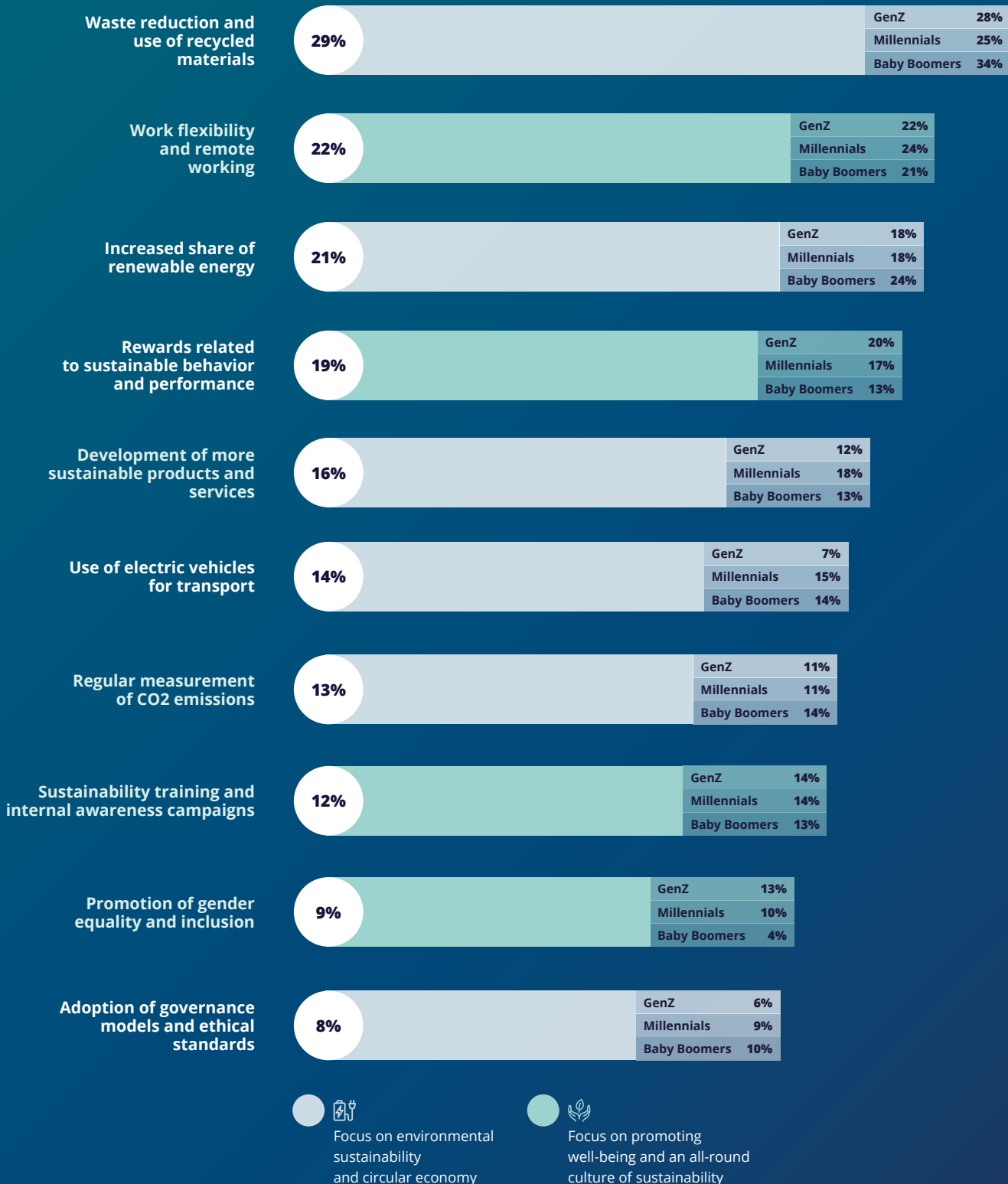
Therefore, not only are workers aware of their companies’ commitment to the evolution of business models towards sustainability, but they also perceive that these companies recognize themselves as potential “change makers”, that is, organizations that bring about change and innovation, actively promoting a corporate culture under the sign of sustainability and guiding society towards an increasingly conscious world. It is a belief that is reinforced in light of the value initiatives the organizations put forward, which workers consider not only to have the potential to make a difference but also to be “genuine” and free of ulterior motives (41%). Furthermore, workers’ opinion concerning the issue of greenwashing⁴ is decidedly positive: while 75% of Italians say they have already experienced at least one case of greenwashing¹⁵ in their daily lives, only one in 3 employees have concerns that their company may be practicing forms of greenwashing. In addition, a good portion of them (37%) say they are satisfied with the internal corporate communication process at all levels regarding the path the company is taking toward a more sustainable world.

Redefining business models rooted in a stronger and more synergetic relationship between strategy and *purpose* in a sustainable perspective, therefore, ensures greater employees’ satisfaction. When companies rethink their *purpose* based on sustainability, in fact, they provide themselves and their people with a compass that orients their daily strategies and actions, making sustainable ideals and values visible, both internally and externally. In this way, employees feel motivated and fulfilled, but also eager to work even harder to get on the right track and make the right choices. The employees themselves demand for an enhancement of the current engagement, through a series of suggestions which provide several clues as to the areas of intervention that should be considered first and foremost to promote conscious and responsible behavior also at work as effectively as possible.

Besides directing efforts toward reducing waste and using recycled materials (29%) and promoting flexible forms of work (22%), employees believe that companies should give more space to other initiatives. Among these, the attention to decarbonization through the use of power from renewable sources (21%), the incentive and recognition of “rewards” to employees, both related to the adoption of ethical and sustainable lifestyles and consumption patterns and to the achievement of goals meeting ESG parameters (19%), and the definition of a value proposition increasingly built around sustainability (16%).

⁴ This term refers to all those situations where a company implements a communication strategy aimed at conveying a virtuous image in terms of ecological impact, even though what is reported is not fully or partially matched by actions of equal value in terms of sustainability, also considering how difficult it is for end consumers to verify such promises. Companies often enact such behaviors to attract new customers, improve their reputation, and ultimately perform better in the marketplace.

Figure 4 | Sustainable success: main focus areas for companies



Q: To achieve sustainable success, which of the following sustainability activities should be introduced or carried out more intensively by the company you work for? Deloitte, "The Conscious Citizen" Observatory, 2023

As is the case of the features considered when choosing a job, the age factor influences people's views on the future directions that organizations should take to accelerate the transition to a more sustainable and conscious business model.

Gen Z workers are after a greater commitment from companies in adopting well-being best practices and promoting a culture of sustainability, with the main emphasis on guiding employees toward adopting virtuous behaviors across the board.

Indeed, younger people ask companies to provide incentives to improve individual performance, tying them to sustainability goals (20%). But that is not all. They also like organizations delivering suitable training on sustainability (14%). Promoting educational campaigns across all levels of the organization becomes crucial in this evolving scenario, where skills and competences become critically important to facilitate not only the transition to a net-zero economy and but also the creation of career path aligned with the new work environment¹⁶. In addition to this, young employees also demand space for gender equality and inclusion (13%).

By contrast, for Baby Boomers, the transition to an increasingly conscious working environment goes primarily through the transition to a business model shaped by the concepts of *green* and circularity.

While they agree with the younger generation in recognizing the need of a continuous ongoing education on the topic as relevant (13%), older generations perceive less urgently the need to be rewarded or incentivized by the company in adopting conscious behaviors and lifestyles (13%). Instead, they place even more emphasis on the need for the company to review its operating model from an eco-sustainable and circular perspective, minimizing waste production and employing raw materials and semi-finished products from recycled materials (34%), emphasizing the importance of renewable sources in the company's energy mix (24%), and, to a less marked but still considerable extent than Gen Z, encouraging sustainable mobility options (14%), using a more efficient and accurate emissions monitoring and reporting system (14%), and adopting an ethical governance model (10%).

Finally, Millennials show a more flexible attitude combining the areas and activities of both approaches, thus indicating that sustainable success could be achieved by encouraging the transition to a hybrid business model.

First, Millennials share the need to keep prioritizing waste reduction, the use of recycled materials, and the promotion of remote work over other initiatives; however, while Baby Boomers and Gen Z lean more toward one of the two aspects, Millennials rate them almost equally (25% and 24%, respectively). Unlike the other generations, they also polarize less, showing more balance in their assessment of the other activities, such as developing more sustainable products and services (18%), increasing the share of renewable energy (18%), and rewarding sustainable behavior and performance (17%). As for less sought-after initiatives, they sometimes come close to Baby Boomers – for example in promoting sustainable mobility (15%) and adopting ethical and governance standards (9%) – while at other times they behave more like Gen Z – for example in the need to support gender equality and inclusion (10%). Finally, they place themselves at approximately the same level as others on the issues of education on sustainability and internal awareness campaigns (14%) and CO₂ emissions measurement (11%).



The Importance of the Business Ecosystem and Institutions in supporting sustainable transition

The Deloitte Observatory outlines a situation in which organizations appear ready or at least willing to embrace sustainability in their *purpose* and business models. However, Italian employees - also in line with company executives¹⁷ - confirm that evolving their company's business model toward a more sustainable one depends on the dynamics of the external competitive scenario - relevant for one in 5 respondents - as well as on the pressures of multiple parties, both internal and external to the company.

Looking inside the company, those who can positively influence and foster the adoption of responsible and ethical strategies are, in order of importance: management and top management (22%), employees (19%), and shareholders (17%).

As highlighted in other studies, discussions within Boards of Directors (BoDs) continue to focus increasingly on environmental, social, and governance issues, which are now often included in the business plan of companies on the path to sustainable success in the long run. It is precisely the BoD that should champion and vouch for - both to management (and consequently to employees) and to investors - the adoption of all actions necessary to achieve goals related to sustainability and the creation of a sustainable long-term value.¹⁸

However, the success of such an evolution goes beyond the boundaries of the individual organization. It requires the involvement and alignment of multiple external stakeholders representing the public and private spheres, functioning as an ecosystem.

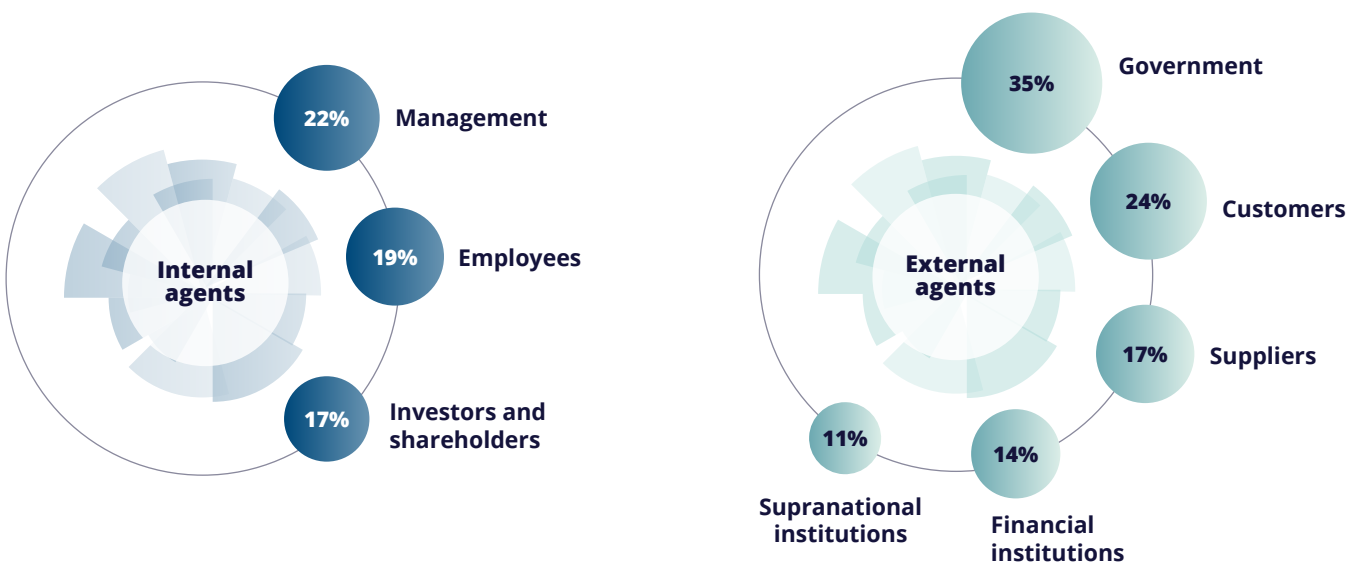
According to over a third of the sample surveyed, and especially the Baby Boomers (46%), a leading role must be played by the government, which, in particular, is required to establish an administrative, regulatory, authorization, and rates framework incentivizing companies to innovate and implement increasingly sustainable business models. One example is the incentives and financial benefits the Italian “Green New Deal”¹⁹ provided to support the implementation of research, development, and innovation projects as part of ecological and circular transition goals.¹⁹

Secondly, there are final consumers (24%) who, now more than ever, are true protagonists of the transition and ready to play their part in the fight against climate change by making their lifestyle as sustainable as possible.²⁰

In the third place, there are suppliers (17%). Companies are increasingly looking for partners (along the entire value chain) that share the company’s vision, purpose, and goals to make procurement sustainable – an aspect particularly appreciated by Gen Z (23%).

Lastly, the external stakeholders in the broader business ecosystem include financial institutions (14%) and supranational institutions (11%). Although their actions are perceived as less of a priority regarding their impact on individual company strategies, they are very relevant. For example, looking at the financial sector alone, it is estimated that the share of loans to Italian companies subject to climate-related risks is 65%.²¹

Figure 5 | Key stakeholders toward a more sustainable business ecosystem



Q: Which of the following stakeholders most influence the adoption of a sustainable business model by the company you work for? Deloitte, “The Conscious Citizen” Observatory, 2023

¹⁹ Reform plan enacted by the government to incentivize research, development and innovation projects for the ecological, energy and circular transition in different fields so as to activate sustainable development, pursuing the 17 UN goals, giving a clear response to the fight against climate change and supporting business and industry in its growth and competitiveness through sustainability and efficiency levers.



Conclusions

Today, Italian citizens have a higher awareness and wish to live more considerately, pursuing their *purpose*, while fully respecting the environment and society as much in private life as in the workplace.

This awareness translates into an increased relevance of sustainability not only in the more traditional areas where sustainability comes into play but also when choosing one's job. Today, a "good job" is one with a holistic approach where the worker's health, safety, and well-being are prioritized and where the job itself becomes an essential contributor to a sustainable environment. To ensure that growth opportunities are not missed and that the best talent pool is always available, companies must evolve their approach to human resource management in innovative ways by putting sustainability at the center, not only environmental but also economic, social and "human" sustainability. Indeed, it is only by attaching relevance to sustainability that organizations will be able to experiment significant spillovers and benefits both in terms of increased workforce productivity and in terms of making it easier to attract talent.

For this reason, Italian companies have embarked on a path of transition by redefining business models on the basis of a stronger and more synergic relationship between strategy and *purpose* from a sustainable perspective. By doing so, organizations create the ideal environment for delivering initiatives that are aligned with their long-term sustainable goals and that are able to generate positive impact outside and inside the company.

Developing organizations' strategies and daily actions from a profound ideal of sustainability also ensures greater employees' satisfaction. When companies rethink their *purpose* from a sustainable perspective, they provide themselves and their people with a compass that guides their actions, making sustainable values visible. In this way, employees feel motivated, fulfilled, and also eager to work harder to get on the right track and make the right choices. However, the current level of satisfaction should not lead organizations to slow down or stop the process of transitioning to a more responsible business model. In this regard, companies are called upon to continue the process of optimizing their business model from a sustainable perspective through the adoption of increasingly circular and renewable energy-based models, and, in parallel, to promote the spread of a culture of well-being through which the potential of individuals can blossom.

It is the task of the BoD to direct strategic choices toward responsible business and sustainable success and to act as guarantors of the adoption of all actions necessary to achieve sustainability-related goals and sustainable long-term value creation. However, organizations cannot ignore the actions of all other players in the ecosystem at all levels: institutions, customers and suppliers.

“The Conscious Citizen” Observatory: Previous Publications



Understanding the Meaning of Sustainability to Drive Innovative Strategies in Support of a Rapid Green Transition

The first report based on the data from “The Conscious Citizen” Observatory analyzes comprehensively the perception of the climate emergency among the Italian population, the practices implemented in daily life to counter it, the role of businesses and institutions in the ecological transition, and the role of innovation as a crucial factor for sustainability.

Methodological Notes

The data in this report refer to Deloitte’s “The Conscious Citizen” Observatory. The overall objective of the survey was to explore and monitor the sentiment and opinions of the Italian population on sustainability to interpret its evolution and concretely assess the spread and extent of innovative and sustainable practices adopted. The sample analyzed consists of 2,000 respondents



Virtuous Behaviors, Digital Technologies, and Renewable Sources as a Solution to the Energy Crisis

Based on the data from “The Conscious Citizen” Observatory, the second report analyzes how greener and more conscious behavior and lifestyle are supporting Italian citizens to curb the adverse effects of the energy crisis on their daily lives. In particular, the focus is on three areas: the adoption of more virtuous and sustainable behaviors and consumption patterns, the role of digital technologies, especially in the domestic sphere, and the emphasis on renewable sources.

interviewed using the CAWI methodology. More specifically, the target population comprises individuals aged 18 to 75 years residing in Italy, with quotas set - according to the ISTAT system - by geographical area, gender, and age group.

Authors

Andrea Poggi

Senior Partner

Innovation Leader Deloitte

apoggi@deloitte.it

Gianluca Di Cicco

Senior Partner

Human Capital, Workforce Transformation Leader Deloitte Central Mediterranean

gdicicco@deloitte.it

Research & Editorial

Luca Bonacina

Manager

DCM Growth – Eminence & Market Insights

lbbonacina@deloitte.it

Marzia Casale

Manager

DCM Growth – Eminence & Market Insights

mcasale@deloitte.it

Alberto Andria

Analyst

DCM Growth – Eminence & Market Insights

aandria@deloitte.it

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- ²⁰ See Note 1.
- ²¹ Bank of Italy, "[Qualche cifra per l'Italia: il credito alle imprese esposte ai rischi climatici](#)", 2020.



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