

**Date:**

2008-07-08

**Summary:**

NIRI refers to the 2008 Green Workplace Survey conducted by the Society for Human Resource Management (SHRM) and publicized in the June issue of The Secured Lender. The study found substantial benefits for firms that enact environmental responsibility initiatives, including

- Better worker morale (44%)
- Improved corporate image (42%)
- Improved consumer/client confidence/choice (20%)
- Better economic bottom line (19%)
- Higher worker loyalty (16%)

While firms said that green measures bring benefits, they also pointed to the challenge of being environmentally friendly, with cost (85%) cited as the biggest hurdle.

Nearly 75% of surveyed firms with no environmental protocol desire to go green. Susan R. Meisinger, President and CEO of SHRM, calls the results "a surprising paradox." Businesses benefit from environmentally friendly protocols, yet a significant number do not yet have them in place.

**Link to Original:**

<http://www.niri.org:80/NIRIweekly/080708.cfm>

The National Investor Relations Institute (NIRI) is the largest organization serving the IR field and issues IR Weekly to its 4,400 members.

**Original Title:**

How 'Green' Is the American Workplace?

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