

# Biodiversity – an Employer Value Proposition

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## War for Talent

- SOKA-BAU has to deal with the war for talent (McKinsey & Comp. 1997)....
- an increase in competition regarding recruiting and retaining talented employees
- demographic change and digitalization increasingly deteriorate the status quo
- SOKA-BAU is not an employer brand like e. g. Mercedes Benz, Siemens, Lufthansa or SAP and ...
- thus needs to set up an EVP (employer value proposition)
- a key subject in EVP is sustainability

## Gen Z – A Human Resource

- Born in 1995 or later
- Five attributes in common:
  1. digital natives (post millennials)
  2. interest in politics
  3. endeavour sustainable safety
  4. environmental awareness
  5. value diversity and inclusion
- Benefits from demographic change



70 % of employees surveyed by Appcast globally in 2022 claim that environmental responsibility matters to their choice of employer.

## SOKA-BAU's Initiatives

Employers of choice create or adapt value, based upon the above-mentioned attributes:

- New work (e. g. flexible workplace and working hours)
- Corporate social responsibility (awards)
- Corporate environmental partnership (Ökoprofit Wiesbaden)
- Reconciliation of work and family life (audit)
- Corporate health management (awards)
- Diversity and Inclusion strategy (EU LIFE BooGI-BOP)



BooGI BOP Abschlusskonferenz -  
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## Biodiversity Promotion

With its comprehensive design elements, SOKA-BAU's headquarter is an example of biodiversity promotion:

- economic efficiency and longevity
- attractive working environment with
- appropriate garden and landscape design



## Development



Our employees, neighbours and visitors use the outdoor facilities as resting place, for yoga and other activities or observe animals:

- a large number of birds, insects and a toad have settled down
- garden martens and garden dormice are frequently spotted, but our favourite is:

**The SOKA-BAU-cat**

## Employee Involvement – a Key Factor

### Our Employees

- look after the cat (all year round)
- maintain an orchard and
- sell its apple-juice by a campaign
- do it voluntarily and
- highly motivated!



## Our Awards

- “Die Welt” has awarded SOKA-BAU in 2020 as employer of choice
- kununu, Europe’s leading platform for workplace insights and corporate culture, has awarded SOKA-BAU as employer of choice in 2021 and 2022
  - kununu’s rating regarding environmental awareness and corporate social responsibility: 
- Institute of Research & Data Aggregation GmbH has awarded SOKA-BAU as Leading Employer 2022

