

Jenna Kay

From: Monica Zazueta <zazuetamonica0813@gmail.com>
Sent: Thursday, July 4, 2024 4:31 PM
To: Amy Koski; Jenna Kay; Ben Duncan; Sylvia Ciborowski; Dana Hellman; Harrison Husting; tlunsford@parametrix.com; Nicole Metildi
Subject: Please watch "The Doughnut for Employee Activists by DEAL & Undercover Activist (Past)" on YouTube

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<https://youtu.be/sXcoaYdl0Yc?si=V8rQswmGS9WywJ4l>

Summary of the key points from the video:

The discussion focused on the potential for employee activism to drive transformative change within companies, moving them towards more regenerative and equitable business models.

Key points:

- There is growing employee desire to align work with personal values, especially around social and environmental issues. Many are willing to leave companies whose values don't match their own.
- Employee activism, where workers seek to influence their organizations on wider societal issues, is on the rise. This represents a shift from external pressure (regulations, shareholder activism) to internal pressure for change.
- Businesses have an opportunity to harness this employee energy and passion as a catalyst for the just transition. Examples were provided of employee-led initiatives like green teams, future generations boards, and cross-company organizing.
- To unlock this potential, companies need to be open to employee voices and ideas, rather than suppressing or ignoring them. Businesses can stimulate and support employee activism rather than just defend the status quo.
- Ultimately, lasting change may require deeper redesign of business purpose, governance, ownership and financial structures to better align with societal and environmental needs. Empowered employees can play a key role in driving these systemic transformations.