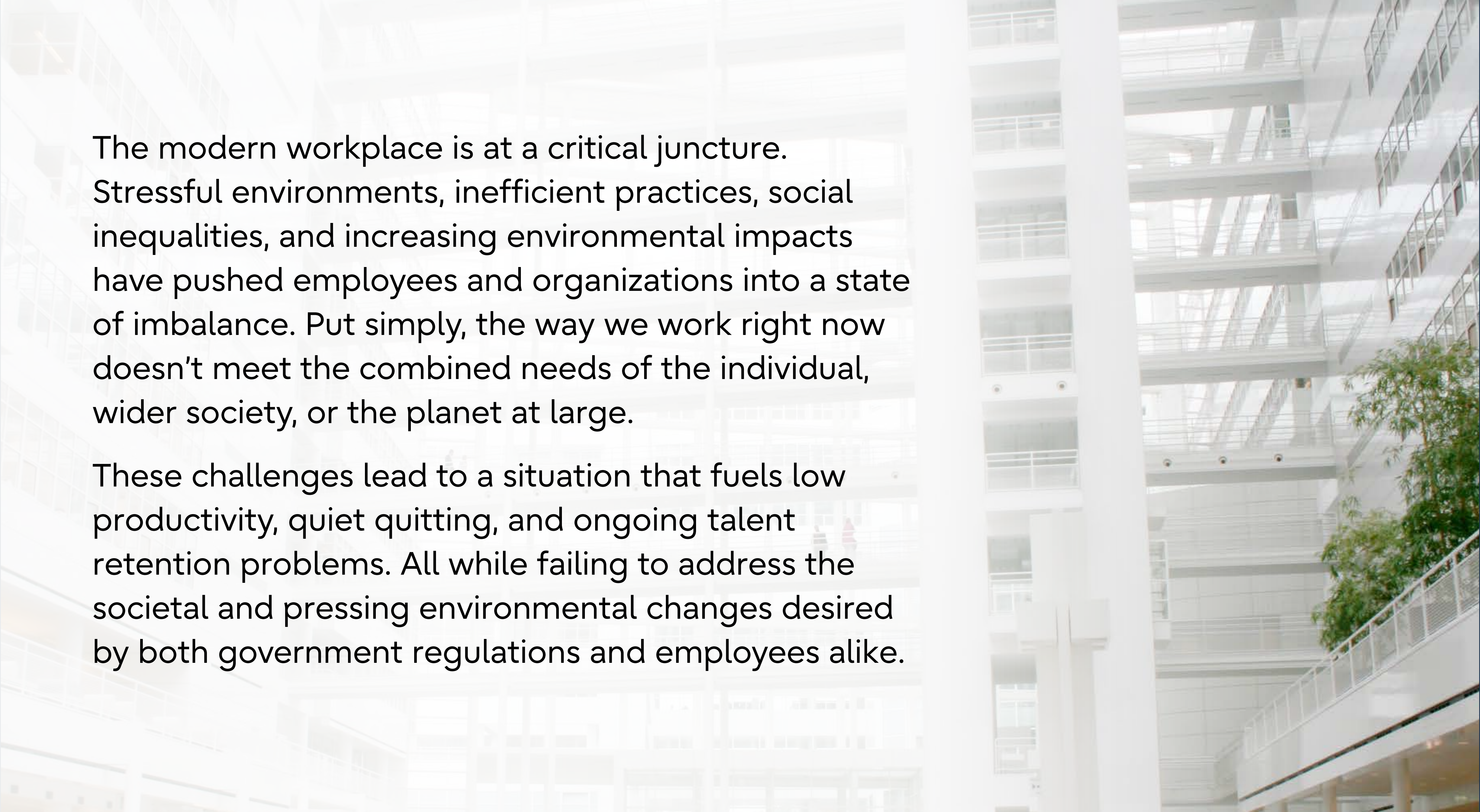


Aligning Net Positive ambitions with a flexible approach to working





The modern workplace is at a critical juncture. Stressful environments, inefficient practices, social inequalities, and increasing environmental impacts have pushed employees and organizations into a state of imbalance. Put simply, the way we work right now doesn't meet the combined needs of the individual, wider society, or the planet at large.

These challenges lead to a situation that fuels low productivity, quiet quitting, and ongoing talent retention problems. All while failing to address the societal and pressing environmental changes desired by both government regulations and employees alike.

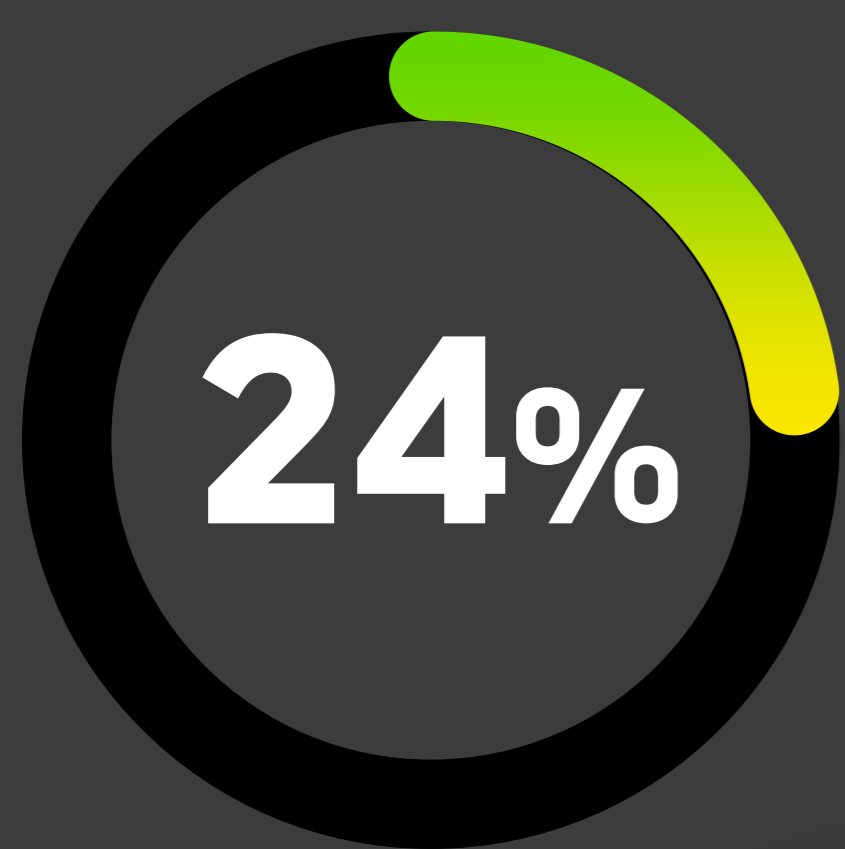
Around **62%** of employees globally are not engaged at work, meaning they are doing the minimum required, and detached from their job.

A neutral, hands-off approach is no longer enough. Action is needed to address these pressing issues, and if taken quickly and definitively, we have the chance to reverse the damage that's already been done.

Organizations – as well as society on a broader scale - need to aim for something greater: a Net Positive mindset that integrates environmental, social, and individual wellbeing into every aspect of work. This shift is not just about survival but about building organizations that are adaptive, resilient, and deeply impactful on the wider world.

Section one - The current state of work and sustainability

Today's workplaces are under increasing and regularly changing pressures, with organizations struggling to address long-standing inefficiencies with the evolving needs of the modern employee. Stressful environments are leading to disengagement and burnout, while rigid return-to-office policies often fail to support diverse and inclusive workforces. Much of this stems from a lack of human-centered design in how physical, digital, and social aspects of work are structured.



Almost a quarter (24%) of UK adults felt unable to manage their daily stress levels



1 in 5 workers (20%) needing to take mental health leave from work



In addition to these social challenges, the environmental impact of work remains high. For example, commuting—paused during the pandemic but slowly being reintroduced by some office-first policies—is a significant contributor to carbon emissions. Meanwhile, the manufacturing of office devices like PCs often produces more emissions than their usage. Yet, extending device lifespans and rethinking hybrid models is often an oversight at the behest of returning to the status quo.

The WHO found that in 2022, an estimated

62 million tonnes

of e-waste were produced globally while only 22.3% was documented as formally collected and recycled.

Despite growing recognition of sustainability, most organizations are falling short. The average [Net Positive Index score is a mere 55/100, with no industry scoring above 57](#). This underscores the urgent need for systemic change. We must stop viewing sustainability solely through a “green” lens and recognize its broader implications for people, planet, and profitability.



Section 2 – The Net Positive opportunity

A Net Positive framework offers a more holistic approach to organizations, one that looks to balance profitability with sustainability goals and prioritizes workforce wellbeing. Furthermore, the ongoing skills shortage will likely impact the future of industries, adding another wrinkle to the challenge of balancing business and social metrics.

This matters as fostering an environment where people can grow and develop is fundamental to overcoming these problems in a way that improves society as whole. By integrating environmental, social, and financial metrics, organizations can unlock benefits – both to their sustainability targets and employee well-being policies - without compromising financial performance.

Key benefits of Net Positive strategies:



Cost savings and efficiency:
Streamlined operations and reduced waste lead to tangible financial savings.



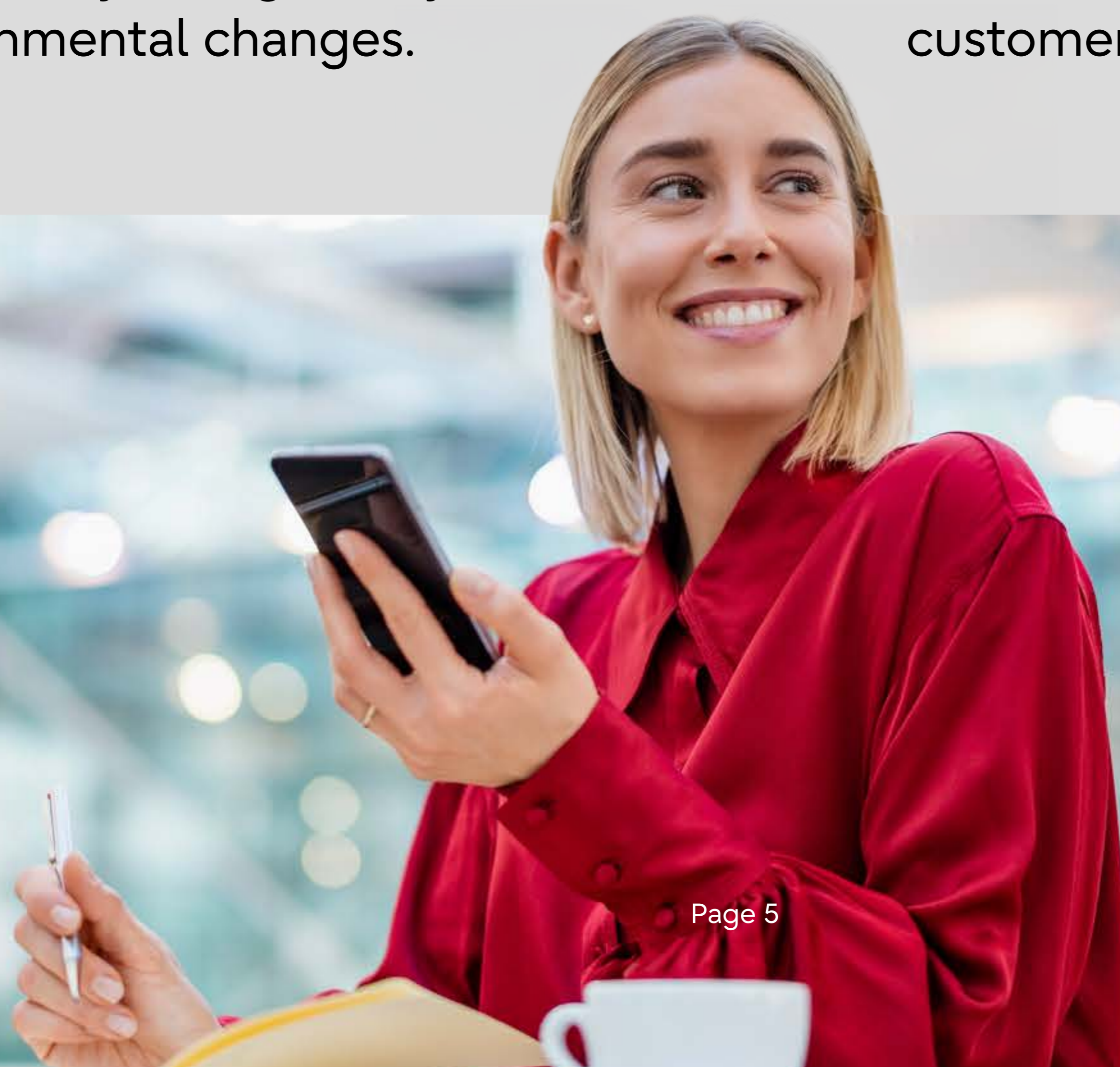
Increased investor confidence: A focus on sustainability attracts investors and aligns with growing ESG demands.



Resilience to climate risks:
Proactive measures improve adaptability to regulatory and environmental changes.



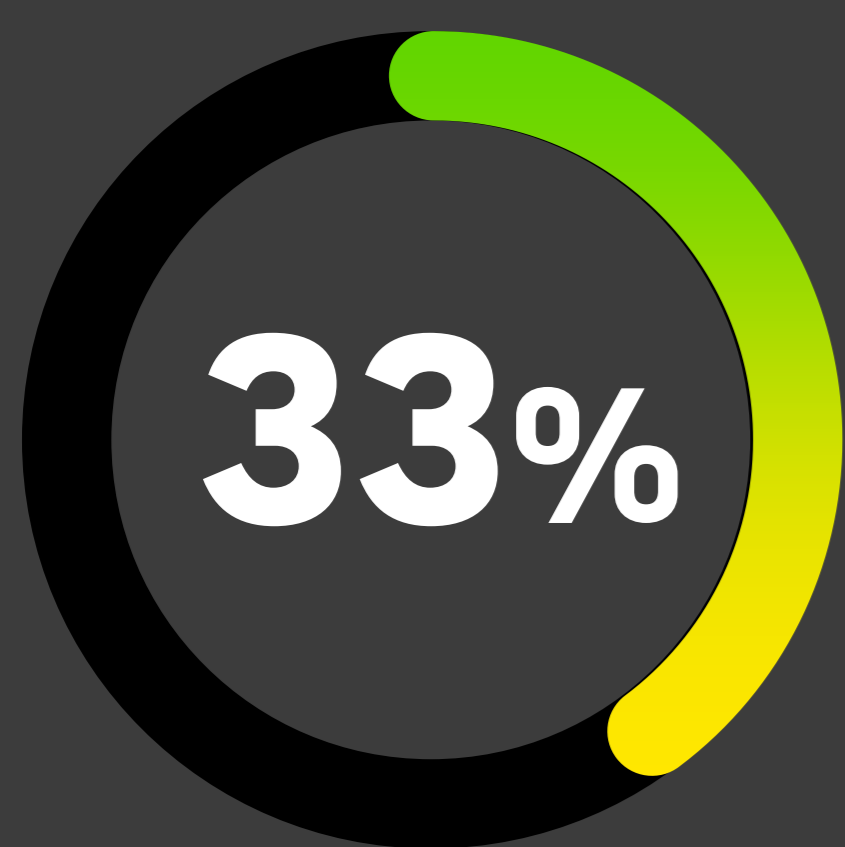
A thriving workforce: Engaged employees are more productive, innovative, and deliver better customer experiences.



Flexible working models exemplify the win-win potential of Net Positive strategies. Reducing commuting emissions through more flexible working arrangements allows organizations to tap into a wider talent pool unlimited by the immediacy of geographical location, which in turn helps improve team diversity and inclusivity, showcasing how sustainability and workforce satisfaction can go hand in hand. Similarly, investing in employee wellbeing—such as burnout prevention using AI to predict absenteeism—helps retain talent and drives innovation. Seen through this lens employee wellbeing has direct impact on overall productivity.

The total cost globally due to employee burnout amounts to **\$322 billion** of turnover and lost productivity.

Empowering employees with digital tools and modernized skillsets is another crucial element to embracing this change. A digitally savvy workforce is better equipped to maximize technology's potential, fostering both resilience to change and overall productivity. But it also stands them in better stead to deal with social issues such as low pay or a lack of digital literacy, which will benefit them in both work and everyday life. By supporting flexible, secure, and personalized ways of working, organizations can therefore create environments that inspire autonomy and creativity, while mitigating the levels of burnout currently seen with many modern workforces.



A recent poll from the National Alliance on Mental Illness found 33% noticed their productivity suffer because of their mental health



conversely, 36% noticed their mental health suffer because of work demands

Fujitsu's role: Pioneering Net Positive workplaces

[Fujitsu's HX Modern Workplace](#)

initiative is a prime example of how organizations can align their goals with a Net Positive agenda. By leveraging Microsoft's advanced M365 technology, Fujitsu offers a seamless digital workplace experience, ensuring employees can work flexibly and efficiently. This empowers teams to optimize productivity while reducing carbon footprints.

In addition, [Fujitsu's Customer Experience](#) Center integrates traditional and digital support channels to collect employee feedback. These insights enable continuous improvement, driving both productivity and engagement. By addressing challenges head-on, Fujitsu can support organizations to set the necessary standard for human-centric, sustainable workplaces.



Section 3 – Challenges and pathways forward

Achieving Net Positive outcomes is not without hurdles. One of the primary challenges is the lack of integration whereby only 4% of businesses currently weigh financial, environmental, and social metrics equally. Similarly, gaps in value chain visibility remain a significant barrier, with only 4% of companies disclosing emissions across most [Scope 3 categories](#).



Recommendations for progress:



Cultural transformation: Senior leadership must champion the Net Positive agenda. While grassroots initiatives can spark change, lasting transformation requires C-suite buy-in, leadership, and execution.



Sustainability in decision-making: Every business decision should align with long-term Net Positive goals, integrating sustainability into the core strategy, similar to how worker safety is integrated into business decisions in hazardous environments.



Responsible technology use: Leverage technology like AI to drive innovation and productivity while addressing its environmental impact. AI, for instance, can free employees from mundane tasks, enabling them to focus on creative, high-value work, but considerations for the huge amount of resources and data needed to power such systems is required.



Human-centric design: Ensure that workplace policies and tools prioritize individual needs, fostering inclusivity and adaptability over simply considering the eventual bottom line impact.

Fujitsu's Co-Design Approach: Putting people at the heart of decisions

[Co-Design](#), powered by Fujitsu's unique Human-Centric Experience Design (HXD) approach, provides a transformative solution to address complex workplace challenges by focusing on the individual needs of your people. By prioritizing a people-centric design, Co-Design enhances user adoption and unlocks significant business benefits, while also mitigating many of the workforce challenges and stresses modern workers are facing on a daily basis.



Conclusion - A sustainable digital workplace that suits everyone

The journey to Net Positive is a challenging but necessary one. For many organizations, simply adopting processes that are more sustainable than existing operations can be incredibly difficult for organizations to grapple with and overcome. The sheer weight of the concept of changing the way things have always been done can seem Herculean, and that's without considering the cost needing to make such changes.

As employee expectations evolve and organizations seek to attract and retain digitally enabled talent in an increasingly turbulent world, a human-centric approach is the way to navigate the difficulties. While we must remain vigilant to the challenges posed by the ever-changing landscape, there is an unprecedented opportunity to create a more people-centric, productive work environment

However, advancing towards Net Positive goes beyond just meeting sustainability targets—it's about unlocking better business outcomes. Companies that rise to the challenge not only position themselves as leaders in environmental responsibility but also tap into a range of competitive advantages, from greater operational efficiencies to enhanced brand reputation.

Being more sustainable is not the end-destination of the journey, it is merely pit-stop within a much broader, much more impactful voyage. By embracing a human-centric, adaptive approach and integrating sustainability into every decision possible, businesses can build workplaces that not only survive but thrive in an ever-changing world.

But for many, simply taking the first step on this journey is often the hardest one to take. Therefore, considering the approach is just as important as considering the desired results. Starting small and scaling successful initiatives quickly is key. With an approach like CoDesign – designed to specifically address complex workplace challenges by tailoring solutions to the individual – and a commitment to cultural transformation, organizations can unlock the benefits of Net Positive practices. The path may be difficult, but the rewards—for individuals, businesses, and society—make it undeniably worth the effort.





Ready to become a Net Positive business?

Assess your progress: Benchmark your organization against industry peers with our quick assessment tool.



Get expert help: Contact us to discuss your Net Positive journey with Fujitsu Uvance Work Life Shift.

