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## The Importance of Sustainability in Talent Attraction in the Asset Finance and Leasing Industry

In recent years, sustainability has evolved from a buzzword to a core element of corporate strategy. For the asset finance and leasing industry, where sustainable practices can directly impact profitability and market positioning, integrating sustainability is not only an ethical choice but a strategic necessity. This article explores how Environmental, Social, and Governance (ESG) criteria and Corporate Social Responsibility (CSR) are becoming key drivers in attracting top talent and enhancing competitiveness.



**Katherine Amin**  
Recruitment Director



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### The Shift in Employee Expectations

Younger generations, such as Millennials and Gen Z, increasingly prioritise sustainability when choosing employers. Research shows that many job seekers are willing to accept lower salaries in exchange for positions at companies with a strong commitment to ESG principles and CSR activities. In the asset finance and leasing sector, which plays a pivotal role in financing projects with significant environmental impacts, adopting sustainable practices can be a deciding factor in attracting top talent.

Prospective employees are more likely to engage with companies that highlight their sustainability efforts, whether through green financing initiatives, responsible asset management, or community involvement. By positioning themselves as leaders in ESG and CSR, firms not only boost their reputation but also create a workplace culture that resonates with employee values.

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### **Gaining a Competitive Advantage in Talent Acquisition**

In a competitive job market, differentiating through sustainability can be a powerful strategy. Companies that clearly communicate their robust ESG strategies are more likely to attract candidates who value innovation and environmental responsibility. Firms financing renewable energy projects, long-life reusable assets, or sustainable asset management practices, for example, will appeal to candidates passionate about environmental issues. This alignment of values can lead to greater job satisfaction, lower attrition, and a more engaged workforce. A strong CSR commitment further enhances employer branding, making such firms a preferred choice for top-tier candidates.

### **Enhancing Employee Engagement and Retention**

Sustainability initiatives play a crucial role in boosting employee engagement and retention. When employees feel their organisation is positively impacting society and the environment, they are more likely to feel motivated and connected to the company's mission. This sense of purpose contributes to increased job satisfaction and lower turnover.

In the leasing sector, involving employees in sustainability efforts, such as green financing projects or community outreach, fosters a culture of collaboration and innovation. Employees engaged in these initiatives often report higher job fulfilment, which can significantly reduce attrition and the associated costs of recruitment and training.

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## Building a Sustainable Corporate Culture

Integrating sustainability into corporate culture goes beyond adopting green practices; it requires a mindset shift towards ESG principles at all levels of decision-making. Leadership's commitment to sustainability is essential to create a culture that values ethical behaviour, transparency, and social responsibility. Companies can encourage this culture by offering training on sustainable practices relevant to employees' roles and promoting discussions around ESG issues. Empowering employees to contribute ideas strengthens their sense of ownership and responsibility toward sustainability goals.

## Meeting Regulatory and Investor Expectations

The asset finance industry is under increasing scrutiny from regulators and investors regarding sustainability. Financial institutions must now comply with stricter environmental regulations and demonstrate a clear commitment to ESG reporting and responsible investment strategies. Companies that proactively address these expectations are more likely to attract talent, as job seekers are drawn to organisations that prioritise compliance and ethical standards.

Investors are also favouring companies with strong ESG practices, viewing them as lower risk and more aligned with long-term success. Firms that integrate sustainability into their business models can appeal to both top talent and investors, creating a virtuous cycle of growth and innovation.

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## Future-Proofing the Organisation

As the global focus on sustainability intensifies, companies must adapt to stay relevant. By embedding sustainability into their operations and attracting talent passionate about ESG issues, organisations can position themselves for long-term success. Employees engaged in sustainable practices can drive innovation, helping companies develop new products and services that meet evolving market demands.

As industries move towards decarbonisation and sustainable development, a workforce knowledgeable in ESG considerations will be crucial. Companies prioritising sustainability in their talent acquisition strategies are not just investing in their current workforce but also preparing the next generation of leaders to guide the organisation into the future.

## Conclusion

Sustainability, particularly through ESG criteria and CSR, is becoming a key factor in talent attraction within the asset finance and leasing industry. As the workforce increasingly values ethical and sustainable practices, firms that embrace sustainability will be better positioned to attract and retain top talent. By nurturing a culture of sustainability and demonstrating a commitment to ESG principles, companies can enhance employee engagement, meet regulatory and investor expectations, and future-proof their operations. In a world where sustainability is no longer optional, asset finance and leasing firms must recognise that their commitment to sustainable practices is a powerful tool in the ongoing pursuit of talent and success.