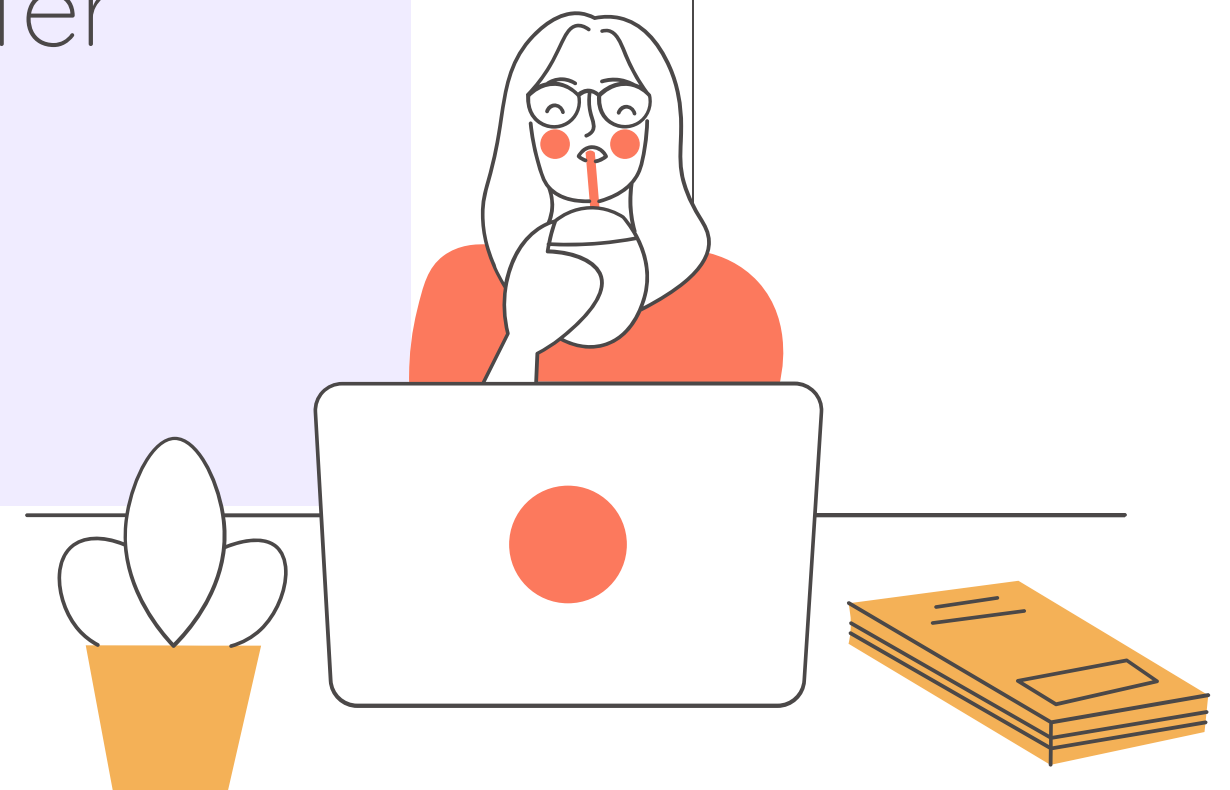




# The Benefits of Remote work

The COVID-19 global pandemic forced most full-time employees from an in-person office setting to working from home. This transition uprooted work routines and redefined how businesses could operate. It was difficult to adjust at first however, working remotely has proven to offer benefits for employees and employers alike.



As the workforce slowly starts returning to the new normal companies may consider offering remote or hybrid work options as a way to support their staff, their communities, and the environment.



# Background

In March of 2020, life as we knew it changed. A nationwide lockdown due to the coronavirus forced the business world to operate from home. While the world was set on pause, many found themselves on temporary leave or unemployed. Weeks became months, and people slowly started to adjust to our new virtual world. Telecommuting has proven to be beneficial to productivity, to employee mental health, to company costs, and to the environment.

Could telecommuting be the next socially and environmentally responsible decision companies make?



# Benefits to Remote Work

There are a number of advantages to working at home, not just for employees, but for companies, and even the planet. In this report, we will discuss the positive impacts working from home has on productivity, mental health, company costs, and the environment.



# Productivity

In a number of recent studies, researchers have found a reported increase in employee productivity since working from home.

Whether it be fewer office distractions, flexible scheduling, or even wearing sweatpants, remote work has allowed some employees to increase productivity and work performance.

One Stanford study found...

- remoter workers are 13% more productive than in-office employees



Prodoscore Research uncovered...

- The average work day starts at 8:32 a.m and ends at 5:38 p.m
- Tuesday-Thursday are the most productive days of the week
- Email is up 57% and chat is up 9%

National Bureau of Economic Research discovered...

- an estimated 5% boost in productivity (post-pandemic) as a result of re-optimized working arrangements
- About 40% of respondents indicated wanting a split workweek between home and office post-pandemic

# Mental Health

While the mental health crisis is gaining traction, especially due to the added stress of a global pandemic, employees are seeking job opportunities with companies that are dedicated to supporting the mental health of their staff. Offering remote work is one way that companies can cooperate with those who suffer from mental health-related issues and balance the work-life scale.

A rapid review by BMC Public Health found...

- employees who worked at home less than 8 hours a month have statistically lower levels of depression than their in-office counterparts.

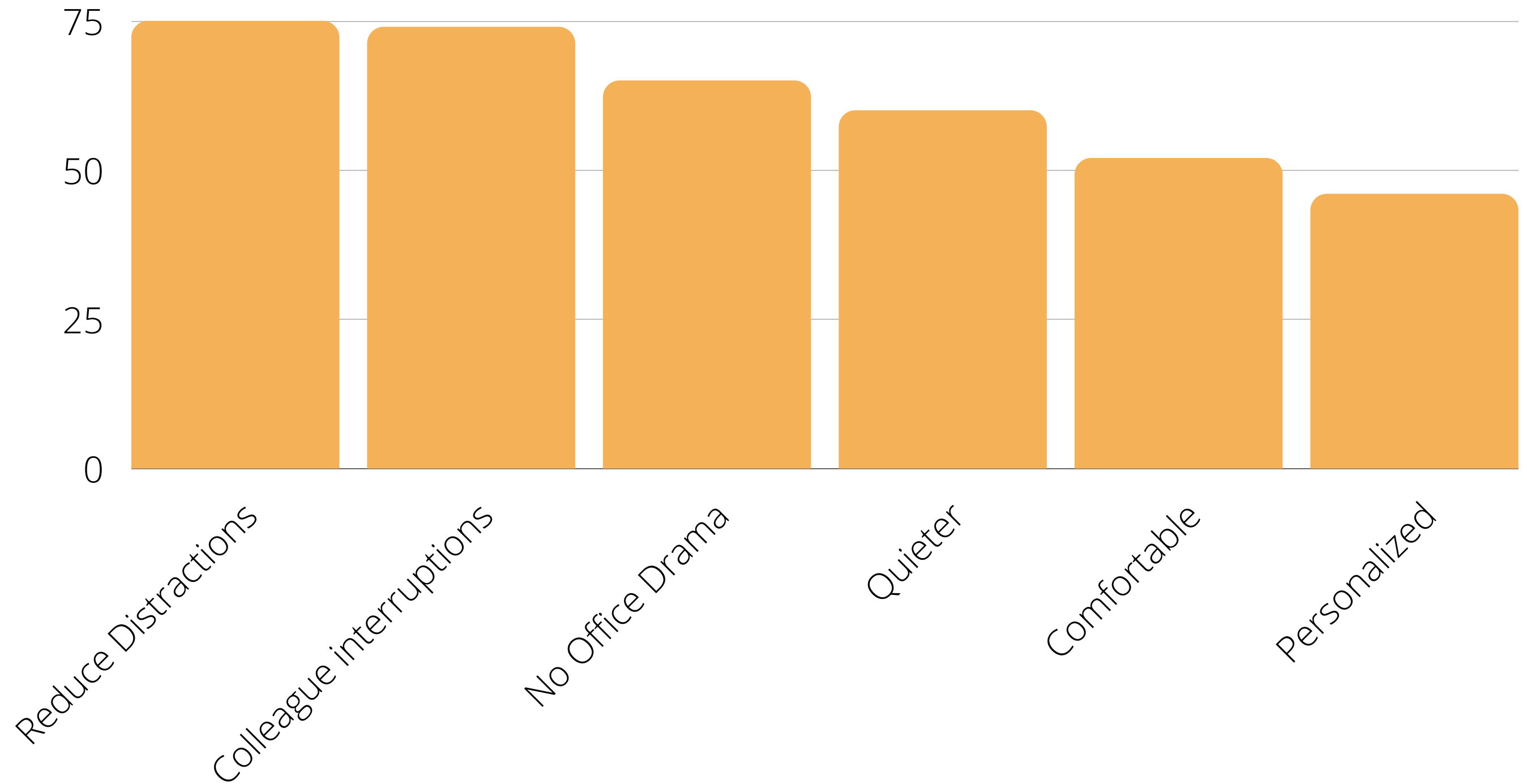
A TELUS Internation study found...

- 80% of employees would consider quitting their current positions for a job that focused more on employee mental health

FlexJob 2018 Annual Survey discovered...

- 97% of people Indicate that having flexible work opportunities would have a "huge" or "positive" impact on their quality of life.
- 77% of respondents said flexible work options would help them live healthier lives.





"Respondents also said that remote work could help them reduce stress and improve productivity by reducing distractions during the work day (75%) and interruptions from colleagues (74%), keeping them out of office politics (65%), allowing for a quieter work environment (60%), and giving them a more comfortable (52%) and personalized (46%) work environment."



# Company Costs

The corporate cost-savings benefits of an entirely remote staff have influenced some companies to reconsider some of their largest costs, like real estate. REI made the decision to sell their unused 8-acre corporate campus while Twitter announced that employees could choose to work from home indefinitely.

Additional areas of corporate cost savings...

1. Rent and utilities
2. Cleaning services
3. Food
4. Taxes



Global Workplace Analytics estimates (pre-pandemic) employers saved an average of \$11,000 per half-time remote employee. The pandemic made every employee a full-time remote employee, which meant companies were saving \$22,000 per employee.

\$11,00 savings per half-time employee as a result of...

- increased productivity
- lower real estate costs
- reduced absenteeism
- reduced turnover
- better disaster preparedness

# Environmental Benefits

In Sir David Attenborough's latest documentary "The Year Earth Changed" we begin the film in the first few weeks of quarantine and watch as air pollution clears, as animals begin communicating, as endangered species repopulate. Mother nature had a moment to breathe when the world went inside. It becomes clear that the human species is no longer coexisting with nature, it is suffocating it.

IEA's 2020 Global Energy Review found...

- 5% decrease in global CO2 emissions in Q1 of 2020
  - 8% decline in coal
  - 4.5% decline in oil
  - 2.3% decline in natural gas

Global Workplace Analytics 2020 Remote Work Statistics estimate that...

- working from home for even half the workweek could result in the reduction of greenhouse gases equivalent to removing NY state's entire workforce population off the roads.

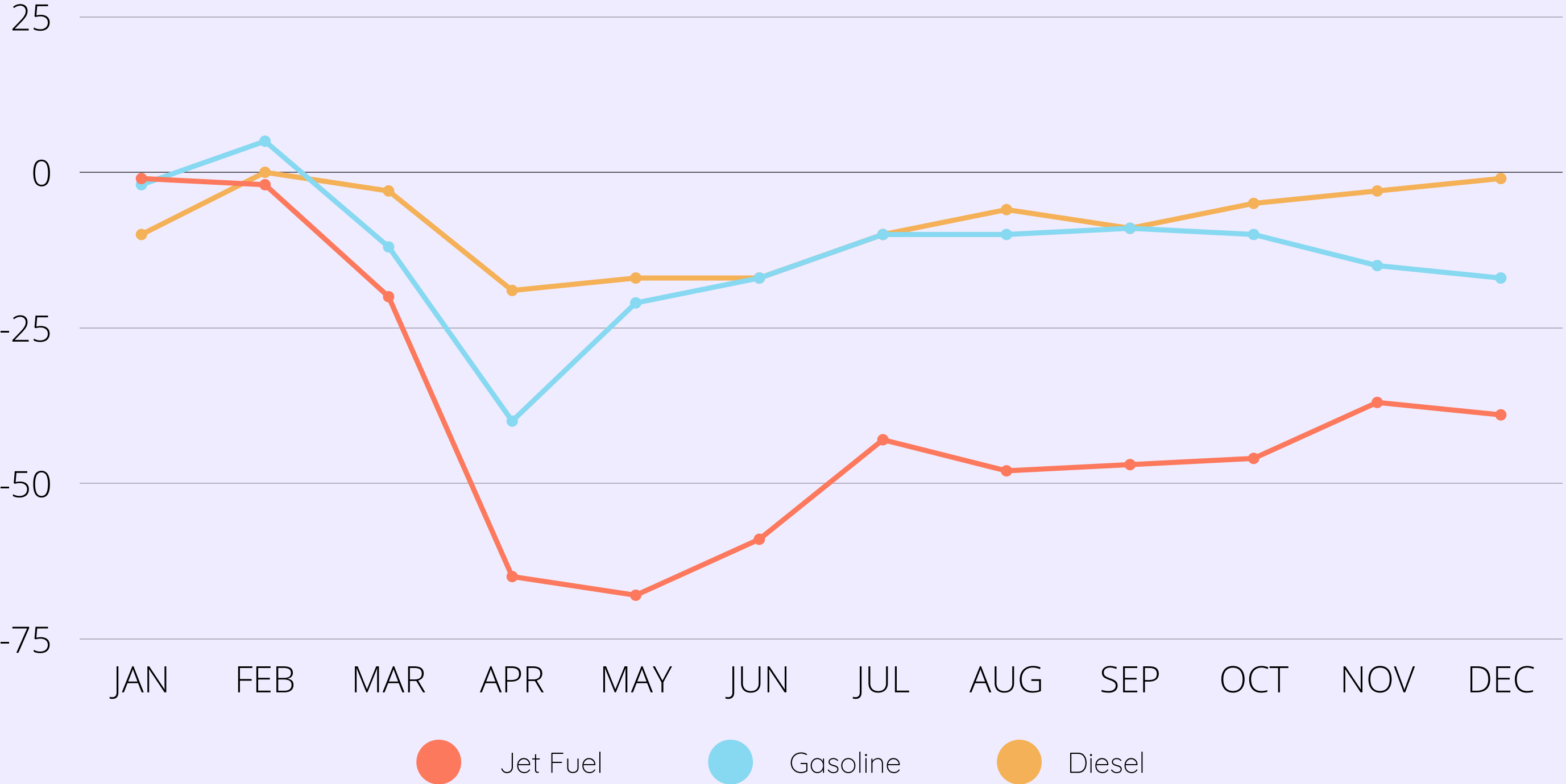
Rhodium Groups 2020 Preliminary U.S. emission report discovered ...

- At the peak of lockdowns in April and May, jet fuel demand had dropped 68% from 2019 levels, with gasoline (primarily from passenger vehicles) down 40% and diesel (used in shipping and trucking) down 18%



# Change In Transportation Fuel Demand

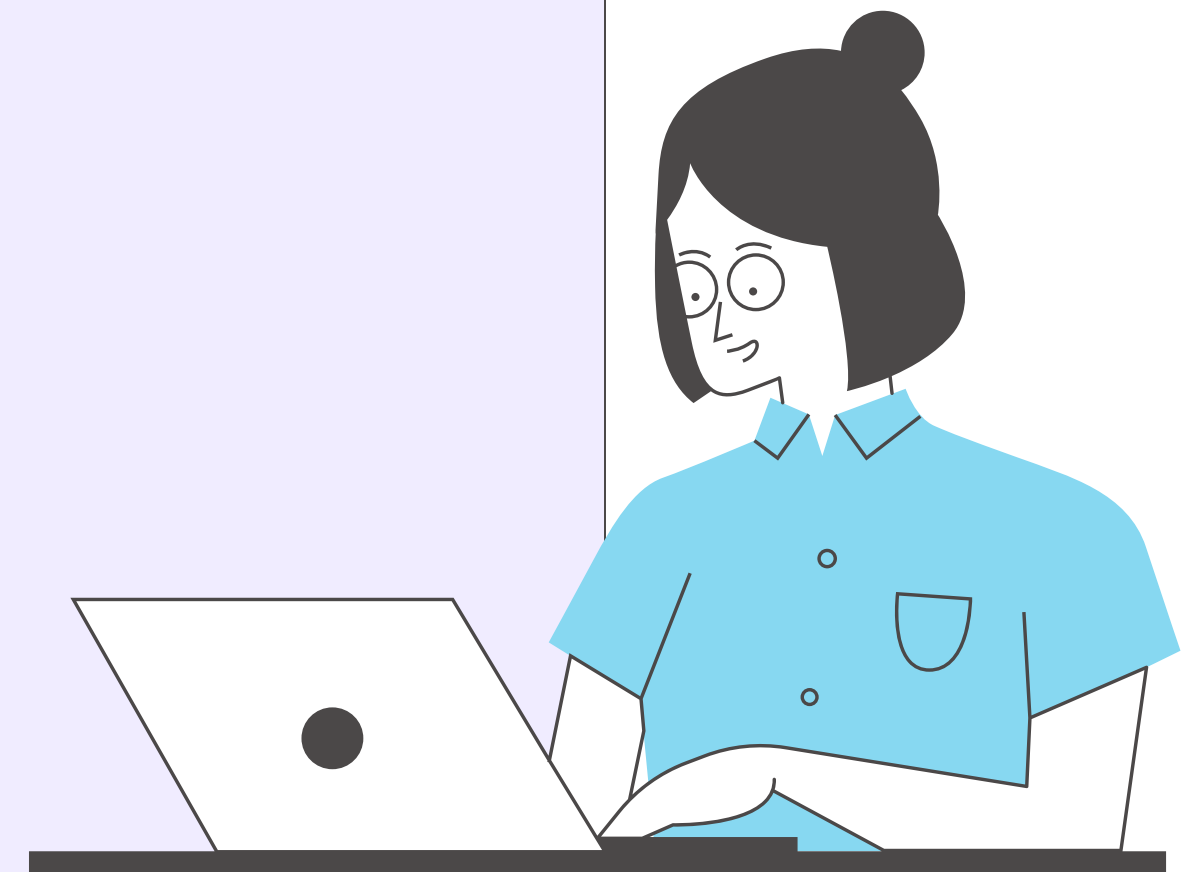
percentage change from 2019 to 2020 levels



Source: ClimateDeck, EIA

# Implication for Brands

So what does offering remote work mean for brands? Brands that are interested in showing a greater understanding for their employees, for their communities, and for the environment might consider offering entirely remote or hybrid work options in post-pandemic life.



## Entirely Remote

It is estimated, by Global Workforce Analytics, that by 2025, 70% of the workforce will work remotely at least five days a month. Entirely remote job postings are already becoming more common in our post-pandemic world. No longer will your physical location matter in performing your job, which opens up the talent pool options.



## Hybrid Offices

Hybrid work options would include a mixed work week, some days remote, some days in the office. You could consider putting departments on a block schedule. For example, Marketing, HR, and Sales have the office on Mondays and Wednesdays, while R&D, Product Development, and Accounting meet Tuesdays and Thursdays, leaving Friday for C-suite meetings.

# Other Tips

Be flexible with your staff. Remember that employees are most productive when their work-life is in balance. Consider offering in-house or remote or hybrid work options for everyone.



Stay on top of job performance. To ensure that remote work remains productive and job performance is consistent, have managerial staff check in often with their subordinates. Encourage employees to discover what peak productivity looks like to them.

Remote work pairs well with remote health. For staff who wish to remain working from home, it might be beneficial to look into telehealth services to offer to staff. Not only could it further the company's support in employee's mental health, but it's also a flexible health care option.





## Conclusion

Despite a global pandemic, full-time employees managed to improve their productivity, spend more time on their mental health, save on company costs, as well as reduce global greenhouse gas emissions. For a lot of people, remote work is now their preference. Once herd immunity is achieved, companies will have the decision to make about their remote work policies

“The idea of anyone needing to work from one location every day 40 hours a week will seem even more antiquated than it already does today”

-Julie Whelan



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