

HOW TO CREATE A STRONG ENVIRONMENTAL SUSTAINABILITY PLAN

1. ASSESS BASELINE

Measure your starting point. Examine your supply chain, building structure, operating energy footprint, and waste stream to identify your carbon footprint and baseline impact of operations. You must know your starting point to be able to measure progress.

2. IDENTIFY STAKEHOLDERS

Who does your business serve? Who is affected tangentially by your business decisions? Who are partners that will help you achieve your goals? What relationships do you need to foster to achieve your business goals?

A clear understanding of valuable stakeholder relationships will only benefit your business.

3. SET MEANINGFUL GOALS

Your goals can be ambitious; goals grant you permission to dream big. Make your goals science-based, rooted in qualifiable metrics, reflective of your business identity. Lastly, make them genuine.

4. DETERMINE OBJECTIVES

Envision how progress towards your set goals looks. Objectives should be crystal clear and realistic, with quantifiable targets and timelines associated with each objective. Identify key performance indicators (KPIs), metrics, and timeline.

5. SELECT FOCUS PROJECTS WITH TIMELINE INCLUDED

Start modestly and progress consistently. Set yourself up for realistic success from the get-go. Acknowledge all important initiatives to pursue, and outline the primary step for each of them. Dedicate a sincere effort to 1 or 2 initiatives, for the next 18 months.

6. MEASURING & RECORD & MODIFY & REPEAT

Develop an internal record-keeping structure to track progress towards the projects you've created. In the case that you reach a milestone or circumstances shift, revisit your projects, and make adjustments to stay on target. Remember your stakeholders and partnerships. We're here to support you!