



HOW TO CREATE A SUSTAINABILITY PLAN

This 'How To Guide' gives you the essential components to creating your own sustainability action plan.

WHY YOU SHOULD HAVE A SUSTAINABILITY ACTION PLAN

- ✓ It will help you stay competitive
- ✓ Clients may want to see this before doing business with you
- ✓ Reduce your operational costs
- ✓ Do the right thing for the planet

WHAT YOU WILL NEED

- ✓ A desire to help the environment and to change the way you do business
- ✓ A solid group of dedicated individuals to do the work
- ✓ Time set aside for meetings, plan creation and maintenance
- ✓ A way to measure success



A GOAL WITHOUT A PLAN IS JUST A WISH



CREATING YOUR SUSTAINABILITY ACTION PLAN

Take these steps to gather all the information necessary to create your plan.

We recommend spending to spend 1-3 hours on each point. Once your plan is finalized, don't let it sit on a shelf. Use it to guide green team meetings and celebrate successes.



1. BASELINE ANALYSIS

Find out where you are starting from. Do some digging; find your annual performance information (energy, waste and water and fuel consumption, who your main suppliers are and how far they travel, commuting info, etc.) Turn this info into useful charts.

2. FORM A GREEN TEAM

You will need a solid group of green-minded individuals to commitment to attending a monthly green team meeting, and up to 2-4 hours per month to complete green actions.

3. CREATE VISION & GOALS

You need to know where you're heading and what success looks like. Crafting a lofty yet realistic vision and set of goals is an exciting and challenging task.

VISION: What will your company look like if you are truly sustainable? Based on what you noticed, where do you want your company to be in 5 years, 10 years 25 years? Now what specific goals will help you get there?

GOALS: Pick 3-6 categories that you can create stretch goals for (such as energy, waste, water, purchasing, etc. (i.e. Reduce energy consumption by 35% by 2020 or Use 100% renewable energy by 2025).

4. BRAINSTORM ACTIONS

Once everyone agrees on your vision and goals, talk about each category one by one and get the group to offer ideas. Write them all down. There's no such thing as a dumb idea. Map it all out then expand on the great ideas to turn them into actions.

5. BUILD YOUR PLAN

You have everything you need. Now is the time to roll up your sleeves and solidify your plan. Using your favorite organizational program (we use Excel for the ease of sharing, updating and sorting), set up your document with the correct columns. Successful sustainability action plans have the following column headings:

- **Action** (what you plan to do)
- **Category** (water, waste, energy)
- **Action Steps** (steps to complete)
- **Team Member(s)** Responsible
- **Budget** (Actual \$\$ or low, medium, high)
- **Timeline** (use actual dates)
- **Status** (in progress, completed)
- **Measurable** (how is it measured?)

In each row, include a header line for the category as well as your goal, and then add in all the actions you brainstormed. Now fill in all the other columns. You can sort by the timeline, responsible person or whatever makes sense to your organization. Keep it updated, (monthly will do) and celebrate successes!



We have helped a lot of businesses create and implement their Sustainability Action Plans. Let us know if you need any help.

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