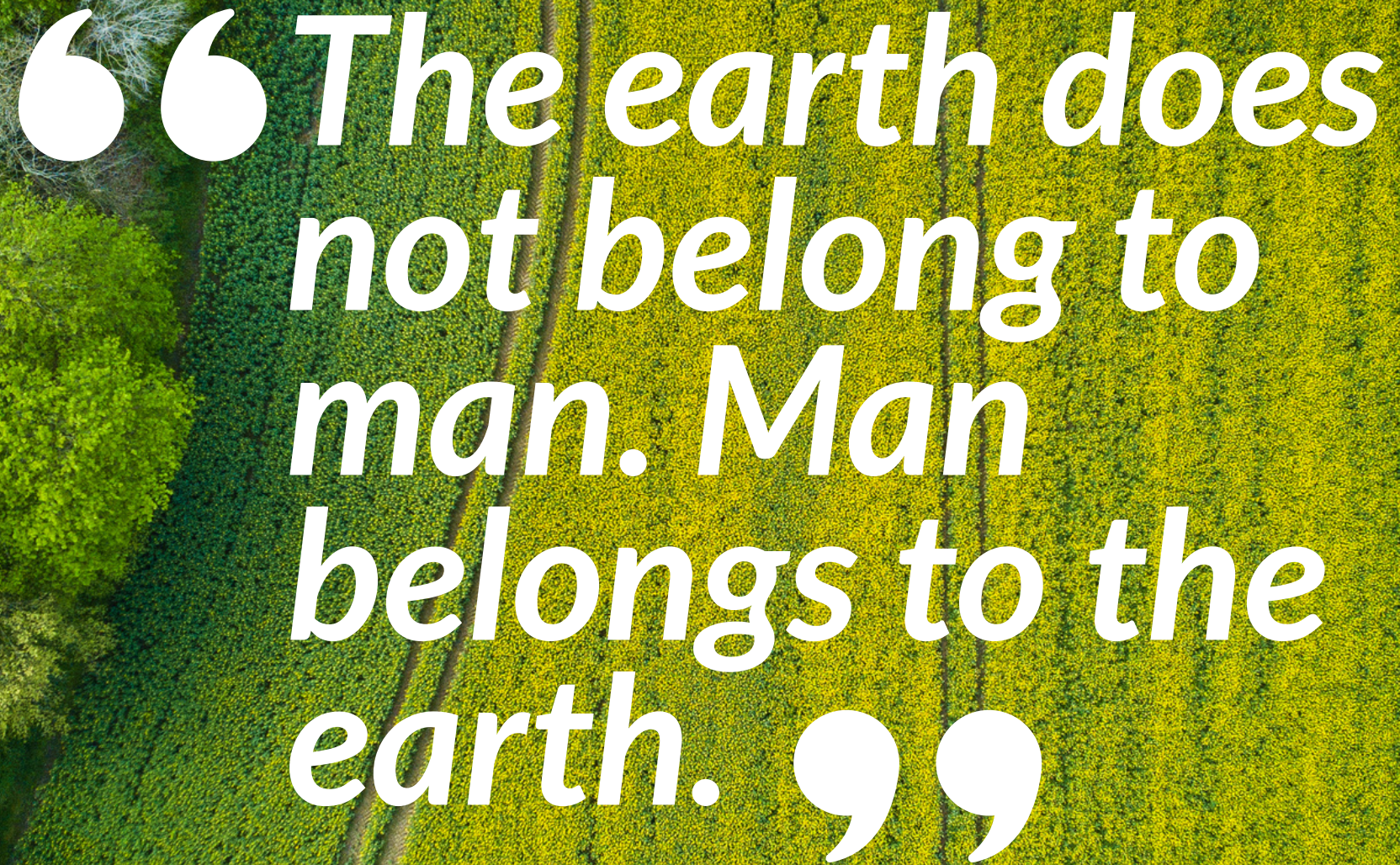


Create a sustainability plan

for small to mid-sized businesses & organizations



An aerial photograph of a vast, green agricultural field, likely corn, with distinct rows of crops. On the left side, there is a dense line of trees and shrubs. The overall scene is lush and green, with some variations in shade indicating different crop types or growth stages.

***“The earth does
not belong to
man. Man
belongs to the
earth.”***

- Chief Seattle

OVERVIEW

- 01** what is a sustainability plan?
- 02** why is it important?
- 03** how do you make one?
- 04** how do you implement your plan?
- 05** case study: Unilever
- 06** conclusion

01 WHAT IS A SUSTAINABILITY PLAN?

- **what is it?**
- **what is the triple bottom line?**

A background image showing a business meeting. Several people in business attire are seated around a table. One person is pointing at a 3D pie chart on a clipboard. There are three white coffee cups on the table. The text 'A SUSTAINABILITY PLAN IS...' is overlaid in large blue letters.

A SUSTAINABILITY PLAN IS...

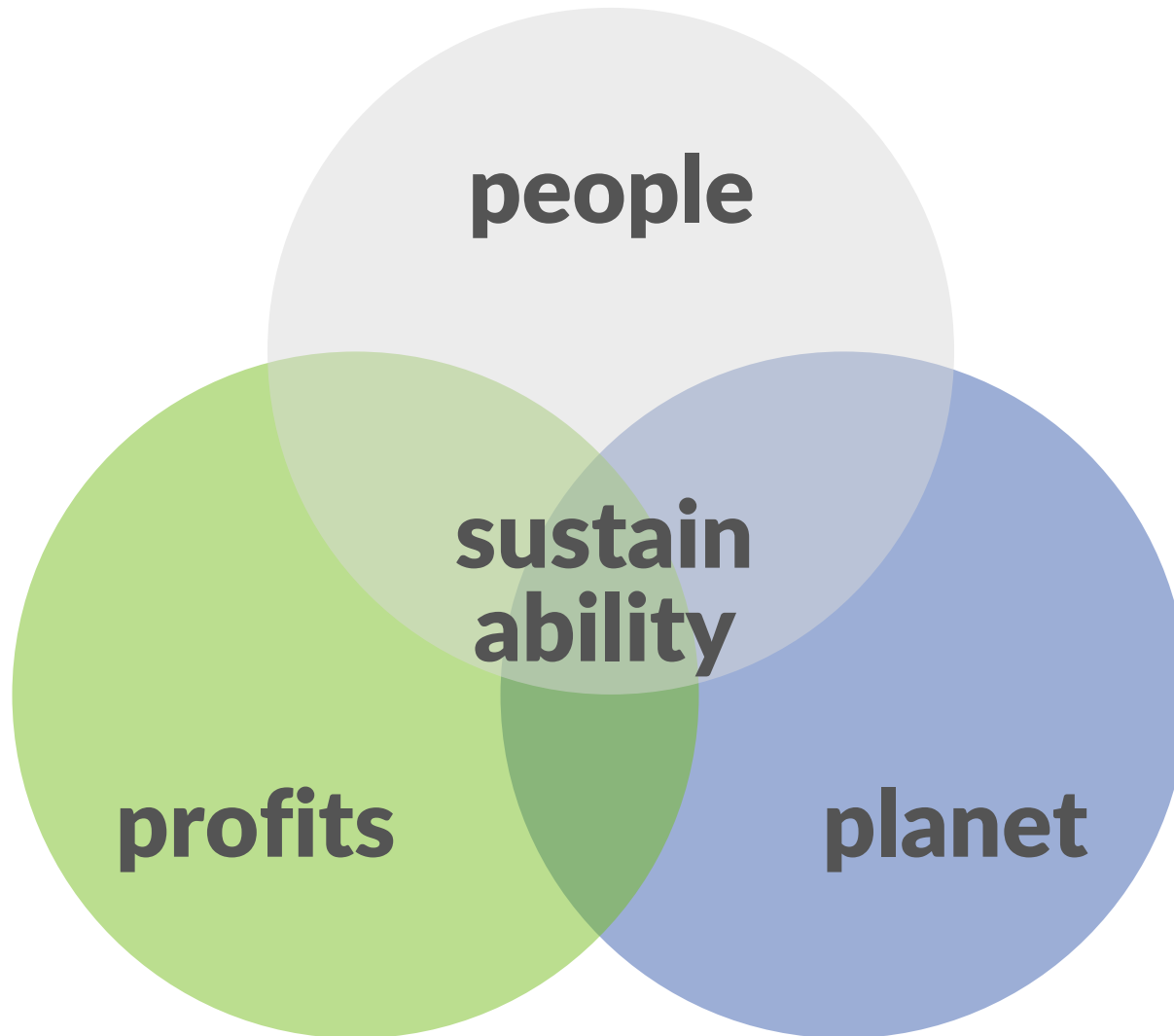
a road map that emphasizes sustainability in order to achieve a business's or organization's triple bottom line through goals and priorities that they set for themselves.





what is the **triple
bottom line?**

triple bottom line



the triple bottom line refers to the **social**, **environmental**, and **economic** aspects of a business

this can measure success beyond profits



**Sustainable
development
is the peace
policy of the
future.**

**- Dr. Klaus
Topfer**

02

why is it important?

- reasons
- sustainability in business statistics

The background image shows a rooftop garden with various plants and flowers in the foreground. A paved walkway and a bench are visible. In the background, a city skyline is visible, including the CN Tower and several skyscrapers. The text is overlaid on the image.

why is having
a sustainability
plan important?

how can it benefit
your business?



reasons

- Helps achieve triple bottom line
- Formalizes sustainability commitments and goals
- Provides holistic approach to sustainability
- Develops measurements and sets baselines
- Grows customer base and increases customer loyalty

Over **70%** of companies say they
have established more formalized forms
of governance on sustainability issues



sustainability in business

McKinsey, 2017

**more businesses
see sustainability
as aligning with
their broader
values and
mission as a
company**

McKinsey, 2017





03

how to make a sustainability plan steps

creating a vision

measurements

setting baselines

setting goals

when making a sustainability plan and team, consider:

- how will it affect your employees?
- how will it affect the structure of your organization?
- how will it affect your stakeholders?
- how will it affect your products and services?



STEPS



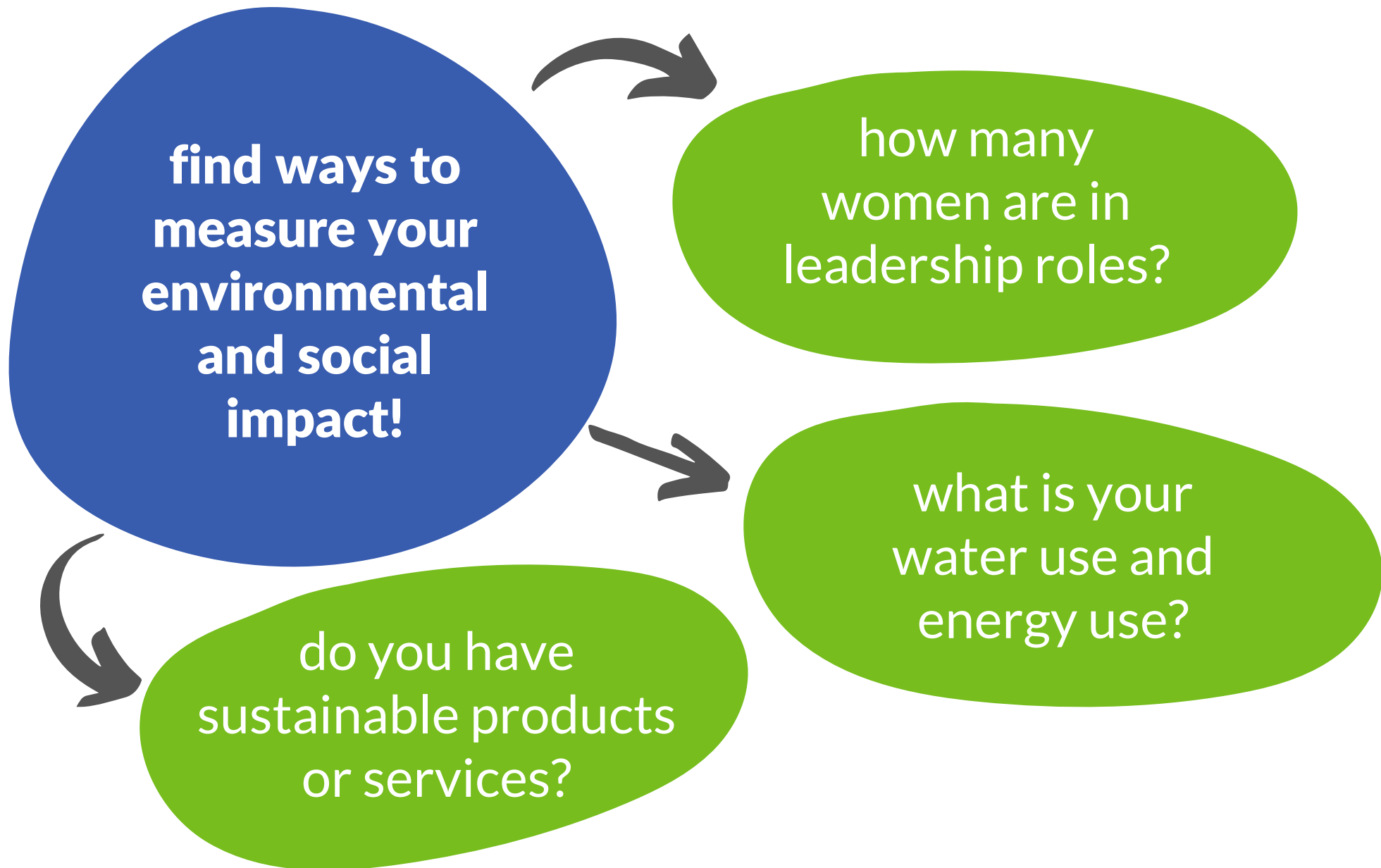
- 1 make a sustainability team that involves employees and all departments
- 2 create values and a mission that aligns with the broader company values
- 3 establish assessments, measurements, and baselines of social and environmental impacts to track progress
- 4 create goals

creating a



the mission and values of the sustainability team should still align with company goals while establishing what your business or organization wants to accomplish in terms of sustainability

measurements



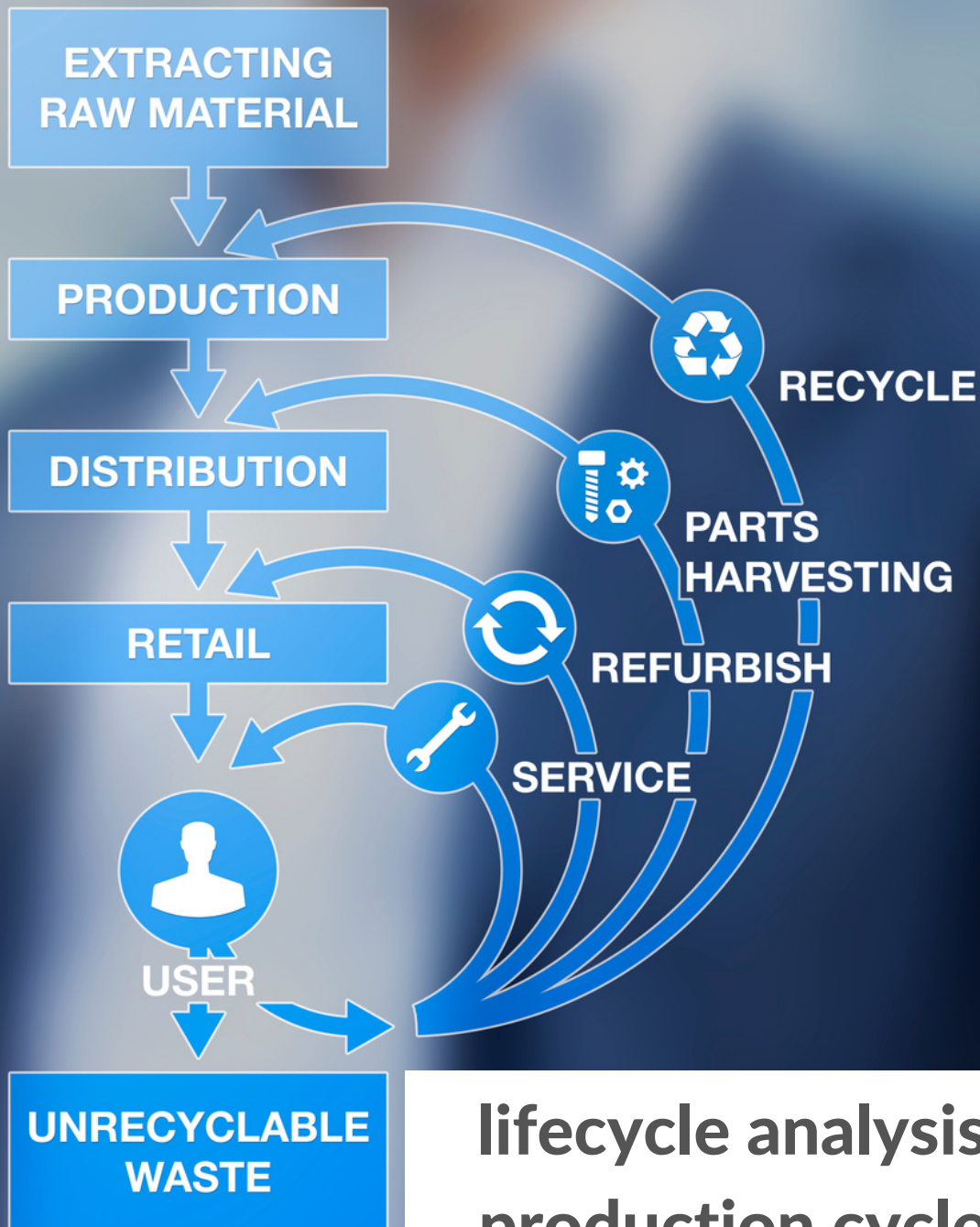
setting baselines

what do you want to change?

- where is there room for improvement?
- what are your customers and stakeholders most worried about or interested in?
- how will broader environmental issues impact your business?

- energy and water use
- the broader supply chain
- employee sustainability initiatives
- human and labor rights

use lifecycle analysis to think about all aspects of your business...



**CIRCULAR
ECONOMY**

lifecycle analysis looks at all parts in the production cycle of a product or service

goal setting



when making goals...

- make short term and long term goals
- align goals to your needs
- make goals in areas that can make the largest positive environmental and social impact
- establish metrics to track progress when completing goals

use SMART goal setting



Who, what, which, why?

What metrics will you use to determine progress?

Does it push your limits without being impossible?

Is the goal going to help the business achieve its greater sustainability goals?

Is the timing realistic and effective?

combining baselines, metrics, and goal setting

when
assessing
your
business, you
realized you
did not have
any employee
sustainability
initiatives

So...

make a goal to
launch 5
different
employee
sustainability
initiatives by the
end of the year

for example: have one week where employees carpool,
bike, or use public transportation to get to work

*“Without a goal, there
can be no real success.”*

- Thomas S. Monson



04

just do it:

**how to
implement a
sustainability plan**



STEPS



- create a timeline
- make an action plan
- create plans for each goal individually
- track progress
- establish open communication to build growth and transparency
- revise your plan when needed

when making a timeline

track overall initiative and each individual set of subgoals



prioritize certain tasks that are required before working on other goals or tasks



use a task manager



A vertical collage of images on the left side of the slide. It features a central image of a person's back, showing dark hair and a white sweater with black horizontal stripes. To the left and right of this central image are several vertical strips of other images, including whiteboards with diagrams and charts.

making action plans for each goal

Estimate the time, cost, and labor required to achieve the goal

Set due dates and assign tasks

Assign roles and responsibilities

Use metrics to track progress

A metal walkway bridge with railings, leading into a dense forest. The bridge is made of metal grating and has blue railings. The forest is lush with green trees and foliage. The text is overlaid on the image.

continually
measure progress
and success of the
sustainability team
to achieve goals

use the same metrics you established at the beginning!



keep open communications

talk with team members to track progress and foster innovation

keep stakeholders and employees updated with scheduled reports on projects and goals

share progress with the broader community and customer base

set up evaluations to ask for feedback from customers, employees, and other stakeholders

combining action plans and timelines



goal:

- having 5 employee sustainability initiatives

timeline:

- start planning event a month ahead
- have one initiative approx every other month
- evaluate success with employees one week afterwards

action plan:

- team member A will organize initiatives
- determine cost, time, and labor required to carry it out
- employees will be notified one week prior to initiative

BE PREPARED TO ADAPT

not everything is perfect!

change your
plan as needed
to continue on
the path of
sustainability



05

CASE STUDY:

Unilever

Unilever launched their own sustainability plan in 2010 with three goals...

**improve the
health and
well-being for
more than 1
billion people**

**reduce their
environmental
impact by ½**

**improve the
livelihoods of
millions of
individuals**

when making their plan...

- they included subgoals and steps for each major goal
- they adapted their subgoals as needed
- they provided an annual report on their progress to all stakeholders and shareholders



their results

**32% decrease in
waste impact
per consumer**

**now using 100%
renewable grid
electricity in their
manufacturing
operations**

**avoided
over \$1
billion in
costs**

**47% decrease in
water use in their
manufacturing
operations**

**51% of
managerial
roles at
Unilever are
held by women**



**We've seen the way our work has
changed the world around us –
empowering women, protecting
forests, improving health and
supporting sustainable farming.**

**We've also seen the benefits to
our business.**

- Unilever, 2020

06 CONCLUSION



any business, big or small, can make a sustainability plan

- **it can help achieve your triple bottom line**
- **involve stakeholders and employees when making a sustainability (or green) team**
- **establish assessments and metrics to track progress**
- **use SMART goal setting**
- **timelines and action plans keep you on track**
- **open communication fosters innovation and establishes transparency**
- **revise your plan as needed**

Thank You

FOR BEING A PIONEER OF
CHANGE AND CREATING A
WORLD THAT IS KIND TO ITS
PEOPLE AND ITS HOME

Keep updated by following us on social media!



[@globalclimatepledge](#)



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And use our hashtags!!

#2BillionPledges

#GlobalClimatePledge

#SustainabilityPlan

GLOBAL
CLIMATE
Pledge
