

WEBINAR SUMMARY

Sustainability: Start Here

Sustainability is a “squishy” term that encompasses ESG, climate change, environmental efforts, and social justice. Pressure for this work comes from multiple directions, including government policies, private investors, and consumer interests. We understand it can be overwhelming to know where to start, so here are eight steps to plan for your company’s sustainability journey.

Step 1: Determine who is riding shotgun

Identify internal champions for sustainability.

Step 2: Decide where you want to end up

Engage your stakeholders through a materiality study to determine what they care about and where they want to go.

Step 3: Determine who is coming on the trip

Based on your materiality study, you will see which departments to include in the work.

Step 4: Plan your route

Build a sustainability roadmap to outline your initiatives and projects while taking into account everyone’s perspectives and expectations.

Step 5: Pick up a compass

Create a streamlined process for data collection. We recommend an Energy Management System.

Step 6: Find yourself on the map

Develop baselines based on your data and treat them as your starting point.

Step 7: Begin your journey

Follow your roadmap and track your progress through data collection while understanding that changes and rerouting will occur.

Step 8: Celebrate your journey

Share efforts with stakeholders through corporate reporting frameworks or sustainability reports.



We’d love to help!

Chat with Mike about building a sustainability roadmap for your company.

Ready to learn more?

[VISIT OUR IDEAS PAGE](#)