

How to Build a Winning Sustainability Strategy

Setting aspirational sustainability goals is excellent, but how do you ensure they are achievable, impactful, and meaningful? Strategy is the foundation of a successful sustainability journey, and we recommend the following values-aligned approach.

DEFINE WHAT “WINNING” LOOKS LIKE FOR YOUR COMPANY

Companies define success in sustainability differently – and that’s okay! Whether you prioritize compliance, market share, brand leadership, talent attraction and retention, or investor relations, it’s essential to identify what “winning” means for *your* company so you’re moving in the right direction from the start.

UNDERSTAND WHO IS ASKING FOR SUSTAINABILITY

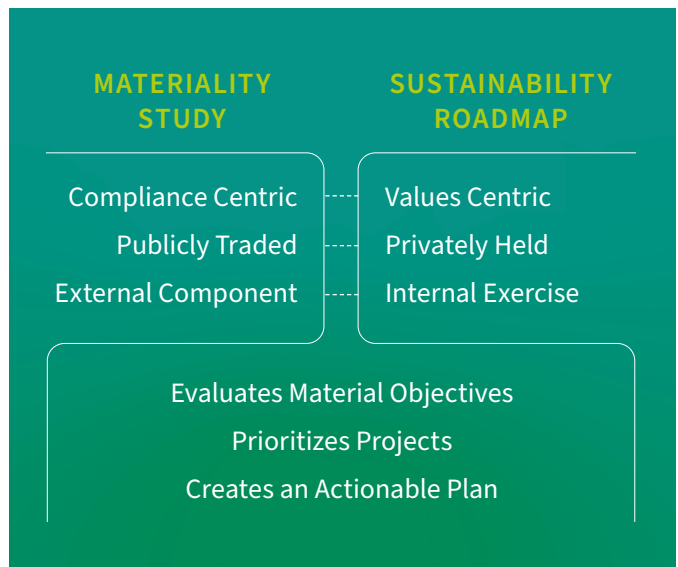
Why did you start this journey? Is there pressure from your board? Are customers or suppliers asking for data? Are your competitors setting goals? Understanding where the pressure stems will help identify which tools to use in building a strategy and who you ultimately need to appeal to.

ALIGN STAKEHOLDER CONCERNS WITH CORPORATE VALUES TO DEVELOP GOALS

Meaningful goals exist at the intersection of your stakeholders’ concerns and corporate values. Two exercises can help you identify them, both delivering a solid pathway for achieving your goals:

A **Materiality Study** follows the GRI framework, and while the insights are incredibly valuable, it’s often more robust than most companies need. For this reason, Foresight developed **Sustainability Roadmapping**. This exercise is more flexible, affordable, and expedient while still providing extensive market research, internal stakeholder interviews, values alignment, and project priorities.

If you don’t need a full Materiality Study for compliance, we recommend pursuing a Sustainability Roadmap.



WHAT HAPPENS AFTER YOU SET A STRATEGY?

1. **Create policies** so all departments are on the same page
2. **Collect data & set baselines** for each of your initiatives
3. **Do the work** to meet your goals through continuous improvement
4. **Celebrate** through public disclosure or a sustainability report so your stakeholders can see your progress

Want to learn more? Explore our resource library for articles and videos to help you build a winning sustainability strategy:



ARTICLES

- > [Why Materiality Matters](#)



CASE STUDIES & SERVICES

- > [Sustainability Roadmap Sample](#)
- > [Sustainability Roadmapping Overview](#)
- > [Materiality Study Overview](#)



VIDEOS

- > [Sustainability... Start Here](#)
- > [What is a Materiality Study?](#)
- > [How to Build a Winning Sustainability Strategy](#)



We're here to help!

Chat with [Mike](#) about how we can help you build a winning sustainability strategy for your company.