



## TEMPLATE FOR SUSTAINABILITY PLAN

*This is a suggested outline to get you started. Feel free to modify to meet your organization's needs.*

### I. **Company Overview**

- Name of company / organization
- Industry
- Corporate vision / mission
- Scope of operations, include brief description of facilities, equipment and local workforce.
- Identify elements of corporate business strategy that align with sustainability

### II. **Sustainability Journey**

- Brief synopsis of why it's important to your company to take this journey
- Past initiatives
- Future areas of focus
- Describe how you will monitor, modify and upgrade sustainability efforts over time

### III. **Elements of Sustainability Plan**

"We commit to become a thriving and resilient business by establishing and implementing a sustainability plan that:

- **Reduces waste and pollution**
- Describe potential areas for improvement
- Identify experts who can provide insight
- Prioritize (what is your focus for 2015?)
- Develop action plan

- **Protects our waterways**
- Describe both water conservation and water pollution-avoidance opportunities
- Research potential solutions
- Develop action plan
  
- **Optimizes use of energy and materials**
- Describe opportunities that fit your business / industry
- Identify experts who can provide solutions
- Prioritize projects and develop action plans
  
- **Invests in our communities**
- Describe benefits of sustainability to communities in which you do business, as well as, improvements you can make to improve the work environment of your employees
- Identify volunteer opportunities, worker safety programs, etc.

#### IV. **Goals / Metrics**

“We will track progress against our sustainability targets in a transparent and measurable way that collectively, with the efforts of other WNY organizations, reduces the severity of global climate change.”

- Develop baseline
- Determine improvement goals (% GHG reduction, lbs of waste diverted from landfill, gallons of water saved, cost reductions, etc.)
- <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>
- Develop methodology and frequency for measuring over time

#### V. **Stakeholders and Promotion**

- Identify leaders in company / organization who you can count on to advocate for sustainability
- Identify target audiences and develop awareness plan to address key Internal stakeholders and External Stakeholders; i.e. workforce, investors, neighborhood, customers, etc.