SUSTAINABILITY STRATEGY ROADMAP

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A process for the design, implementation and renewal of a sustainability / corporate social responsibility strategy.

Prepare

- Define sustainability
- Agree on business case and rationale
- Recruit steering committee
- Assess baseline

Commit

- Develop board-approved sustainability commitment / policy
- Incorporate sustainability into mission, vision, values
- · Communicate commitment

Research

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- Research best practices and trends
- Understand stakeholder priorities

e.g. customers, employees, community

- Understand key impacts, risks and opportunity areas
- Conduct gap and opportunity analysis

Improve

- Assess strengths and weaknesses
- Identify opportunities for improvement
- Use cost-savings to fund strategic investments
- Celebrate successes

Report

- Determine report scope and target audience
- Communicate progress on performance

CONTINUOUS IMPROVEIN

Prioritize

- Develop long-term sustainability vision
- Determine "sphere of influence"
- Determine leadership orientation
- Identify "blended value"
- Determine priorities

Monitor

- Regularly review performance

- Implement course corrections as necessary

Govern

 Develop board sustainability mandate

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 Implement mandate

Target

- Develop medium term goals, objectives and targets
- Develop key performance indicators
- Develop short term action plan
- Incorporate guick wins and cross-departmental initiatives

Implement

- Communicate to staff and other stakeholders
- Assign responsibilities and resources
- Renew steering committee
- Integrate into performance systems and training
- Integrate into decision-making
- Establish measurement system

