INDUSTRY ASSOCIATION SUSTAINABILITY ROADMAP

The following is a menu of initiatives an association can pursue to advance sustainability / CSR among its members. Each of these "steps" is a strategic leverage point to raise the profile and the bar of sustainability / CSR within industries. Here is a checklist and benchmark tool you can use to assess your approach.

Where are

Assist in responding to government programs / contribute to public policy advocacy that advances sustainability

Understand long term sustainability risks & opportunities / develop business case and member value proposition

Consult with members & external stakeholders / identify priorities / benchmark approach to other associations / identify gaps and opportunities

Implement public communication programs / report on sector performance

ONGOING MILMBER FEEDBY SIMPROJEMENT

Define sector-wide sustainability principles/vision

Develop strategic partnerships / establish stakeholder dialogues

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Ensure alignment across association. including getting own "house in order"

Develop voluntary or mandated CSR / sustainability code of practice & third party certification

Sponsored by

Develop action plan, metrics & targets / determine common sector performance indicators, track & reward progress

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Educate / coordinate for improved performance

Benchmarking

Tool development

Sharing good practices

Peer learning

Roundtables / work groups

Programs for smaller members, e.g. mentoring between large & small organizations



