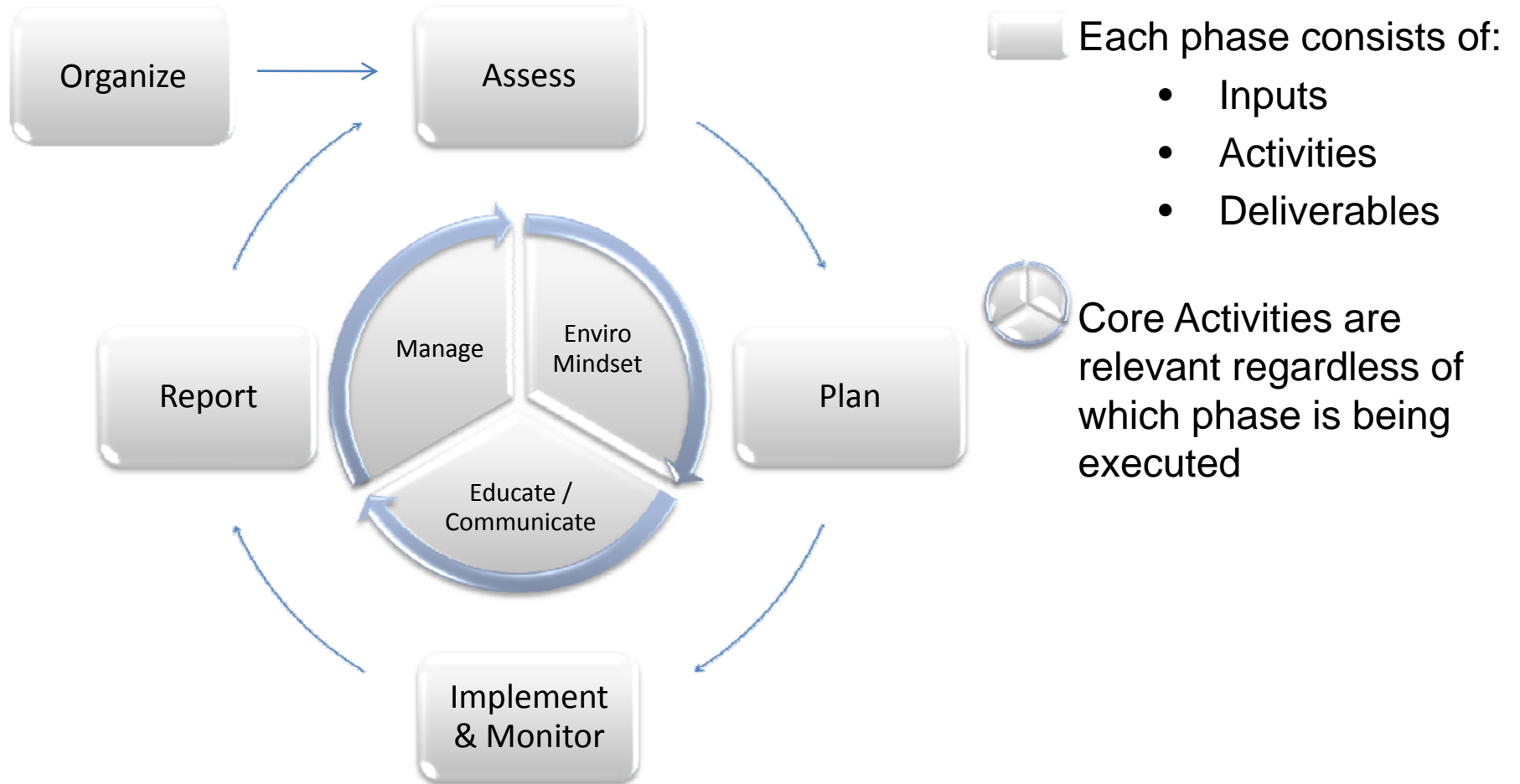


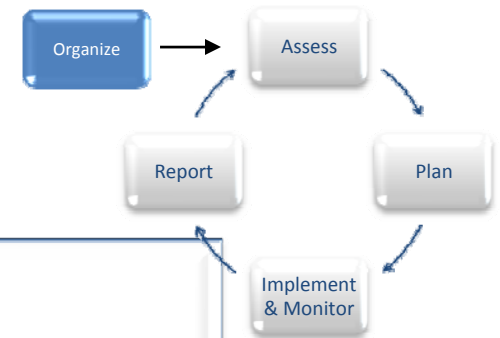


How to Establish a Sustainability Plan

How to Establish A Sustainability Plan



Organize Phase



Inputs

- Leadership from within the company: Ideally Executive

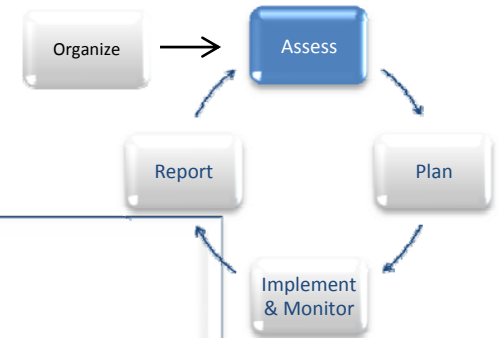
Activities

- Form a Green Team (aka: Sustainability Team)
- Educate team on market trends & drivers, process, etc.
- Make the initiative “real” or “tangible” for the team
- Determine why the company is establishing a plan
- Define the initial scope of the plan
- Define the goals of the plan: Clear & concise / ambitious & attainable

Deliverables

- Definition of why the company is establishing a plan
- Definition of the scope of the plan
- Definition of the goals of the plan

Assess Phase



Inputs

- Definition of why the company is establishing a plan
- Definition of the goals of the plan
- Definition of the scope of the plan
- Utility bills, financial report, purchasing records, travel expenses, etc.

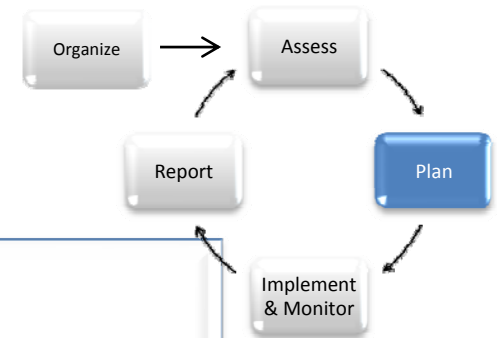
Activities

- Identify current initiatives that could be considered green initiatives
- Conduct greenhouse gas inventory
- Conduct building energy audits
- Identify and Prioritize initiatives and set goals for each
- Prepare business cases for selected initiatives

Deliverables

- Results of greenhouse gas footprint
- Results of building energy audits
- Prioritized list of initiatives to be included in the Green Corporate Plan
- Business cases

Plan Phase



Inputs

- Prioritized list of initiatives to be included in the Green Corporate Plan

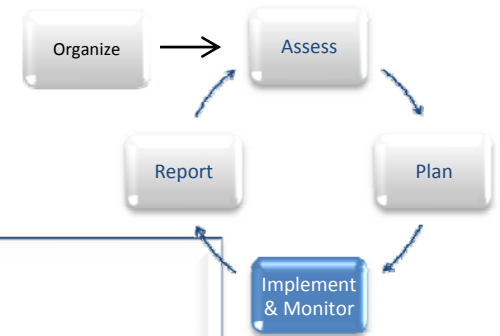
Activities

- Assign sub teams to each initiative
- Develop a plan for each initiative:
 - Timeline, milestones, resources, assumptions, risks, etc.
 - Goal: Clear & concise / ambitious & attainable
 - Measurement Metric: Needs to tie directly to corporate goal
 - Reporting Mechanism: Manual/Programmatic: Frequency
- Create the consolidated Green Corporate Plan

Deliverables

- Finalized Green Corporate Plan (Iteration 1)
- Plan for each initiative

Implement & Monitor Phase



Inputs

- Finalized Green Corporate Plan (Iteration 1)
- Plan for each initiative

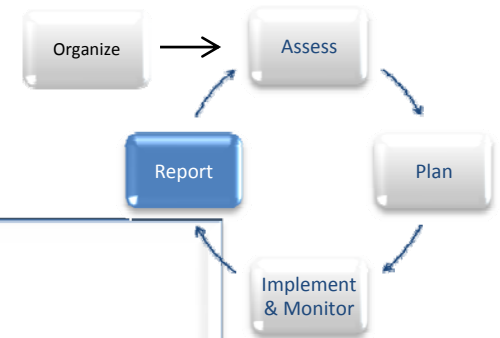
Activities

- Implement initiatives based on approach defined in the plan
- Monitor progress of initiatives
 - Take periodic measurements and compare actual results to goals
 - Identify and track success and challenges

Deliverables

- Initiative Status Reports: Supplied to Management Core Activity

Report Phase



Inputs

- Initiative Status Reports
- Measurements from each initiative
- Utility bills, financial reports, purchasing records, travel expenses, etc

Activities

- Create final initiative reports
 - Ending metrics / results
 - Actual results vs. goals
 - Business case verification
 - Successes and challenges
- Conduct greenhouse gas footprint (timing dependent)

Deliverables

- Initiative Reports

Core Activities

These activities are relevant regardless of phase being executed



Manage

- Program Office / Project Management
- Change Control Process: Address changes in scope, goals, priorities, etc.
- Risk Mitigation Activities: Identify, track, and resolve
- Implement feedback mechanism: Track pros, cons, potential new initiatives

Environmental Mindset

- Enhance corporate culture and approach to business to include environmental impacts in decision making process
 - Design for Environment (DfE)
 - Life Cycle Assessment (LCA)

Educate / Communicate

- Communicate to employees, tenants/customers, stakeholders, vendors, etc.
 - Scope, Purpose, Progress, Successes, Opportunities, etc.
- Educate on new products, approaches, software tools, etc.

Thank You!

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