

THE TOP 10 TIPS FOR BUILDING A SUSTAINABLE ORGANIZATION

- 1** Define what being sustainable means for your organization (and ensure stakeholder-wide buy-in to a shared definition).
- 2** Develop S.M.A.R.T. goals and metrics (KPIs) for becoming a sustainable organization according to your shared definition.

- 7** Quantify the organizational, environmental, and community benefits of your sustainability initiatives.
- 8** Share your story and enhance your organization's brand (e.g., "Our sustainability efforts help keep prices low," "Our sustainability efforts reduce waste," or "Our sustainability efforts generate these environmental benefits...").



- 3** Map all processes within your organization, noting how each supports your various initiatives.
- 4** Prioritize process improvement opportunities based on the value of their contributions to your efforts to become more sustainable.

- 5** Explain how your vision to be a sustainable organization benefits your various stakeholders (e.g., employees, customers/members, board, leadership/executive team, suppliers, etc.).
- 6** Leverage stakeholder and broader community interest in your sustainability efforts to launch and accelerate other initiatives and support your organization's goals.

- 9** Measure the return on your investments in various initiatives, including increased sales, improved financial returns, and enhanced brand value.
- 10** Calculate the hidden ROI, including strengthened customer loyalty, improved investor and supplier relationships, and increased employee engagement and retention.



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