



SUSTAINABILITY PLAN

INSTRUCTIONS:

This plan will help you develop a vision and action steps to achieve your sustainability goals. A sustainability plan helps you achieve goals that create a societal (people), financial (profit) and environmental (planet) benefit. A business has an impact on its surrounding communities and resources, so being proactive about sustainability helps your customers, your business, and the environment.

Business Name: _____

Date Created: _____

STEP1: VISION FOR MY BUSINESS Use these questions to help you reflect on your vision as a going green and going smart small business.

•Social Impact

•How will your business partners, your workers, and your customers benefit from going green in your small business?

People



•Financial Impact

- What are my current utility and energy expenses? Have they gone up or down?
- What kind of investments can I afford to upgrade my equipment and technology?
- Are there opportunities for me to reduce my energy costs by updating my workplace practices?
- Where do I want to see a clear return on my investment? Is it in my utility expenses or increase in sales? Or both?
- How much money do I need to set aside to ensure I keep my sustainability efforts alive for the long run?

Profit



•Environmental Impact

- Have I considered if my vendors also have sustainability practices?
- What ways can I reduce my impact on the natural environment? Ex. replacing single-use plastics, conserving more water, upgrade lighting
- What green resources are available in my community? Ex. Local city office, business association dedicated to environmental efforts?
- What other businesses are implementing green strategies like this? If so, how can we support each other?
- What community initiatives can I support to further advance going green and going smart?
- How will I measure success in my community?

Planet







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STEP1: VISION FOR MY BUSINESS How do you envision creating a positive impact for your triple bottom line? Please fill out this form with your reflections.


•**Social Impact**

People 

•**Financial Impact**

Profit 

•**Environmental Impact**

Planet 



STEP 2: AREAS OF OPPORTUNITY Where can I start making changes or upgrades in my small business today? These are the two main areas in your business to help you reflect on your approach to going green and going smart. Start by doing a simple walkthrough of your business.

FRONT-OF-HOUSE: Areas that your workers and customers will be exposed to during their visit to your business.

BACK-OF-HOUSE: The behind-the-scenes areas that customers will not see.

• What do we need?

- *Think: Energy Efficiency, Smart Energy Devices, Water Conservation, Zero Waste*
- Waiting Area
- Hostess Stations
- Restrooms
- Bar/Dining Room
- Outdoor Seating

Front-of-house



• What do we need?

- *Think: Energy Efficiency, Smart Energy Devices, Water Conservation, Zero Waste*
- Kitchen
- Employee Area
- Office
- Storage Areas

Back-of-house





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STEP 2: AREAS OF OPPORTUNITY Where can I start making changes or upgrades in my small business today? Use this form to write down your reflections.

FRONT-OF-HOUSE: Areas that your workers and customers will be exposed to during their visit to your business.

BACK-OF-HOUSE: The behind-the-scenes areas that customers will not see.

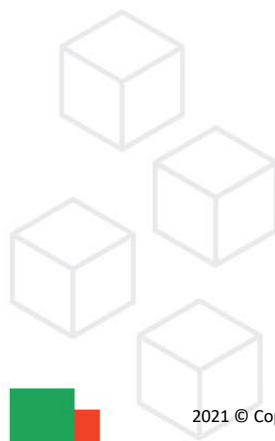
• **What do we need?**

Front-of-house



• **What do we need?**

Back-of-house





STEP 3: GOING GREEN GOALS Write short phrases or sentences for your going green goals and long-term objectives of your small business. By now, you should have an idea of where you want to see your small business go green in the short term and the areas of opportunity where you can make changes. These goals will be overall markers for achievement and by setting an action plan in the this step, you can choose specific projects to support these goals. Fill out this chart to help you organize your goals. Use the SMART formula to help you create actionable and achievable goals.

- "S" STANDS FOR SPECIFIC. Say exactly what you want to achieve in clear, concise words.
- "M" STANDS FOR MEASURABLE. When will your goal be achieved? How will you know it has been achieved?
- "A" STANDS FOR ACHIEVABLE. Ensure that your goal is feasible in terms of the resources available to you.
- "R" STANDS FOR REALISTIC. Focus on the results you desire rather than the activities necessary to get there.
- "T" STANDS FOR TIME-BOUND. Give yourself a deadline within a year and use specific dates.

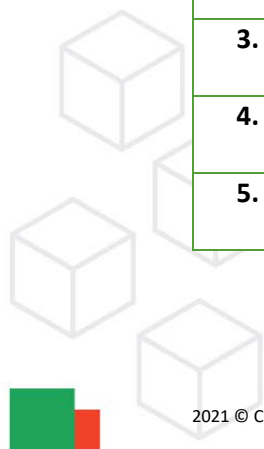
GOALS	TIMEFRAME	WHO IS RESPONSIBLE?	HOW WILL YOU MEASURE SUCCESS?
Front of House <i>Ex. Lobby entrance, seal air leaks</i>	<i>Ex. By January 1, 2021</i>	<i>Ex. Sofia, Owner</i>	<i>Ex. Air leaks sealed, monitor utility bill</i>
1.			
2.			
Back of House <i>Ex. Upgrade kitchen refrigerator to Energy Star certified</i>	<i>Ex. By March 1, 2021</i>	<i>Ex. Sofia, Owner</i>	<i>Ex. Installed new refrigerator, donated old one, monitor utility bill.</i>
1.			
2.			



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STEP 3: GOING GREEN GOALS Write a short phrases or sentences in your going green goals and long-term objectives for your small business.

GOALS	TIMEFRAME	WHO IS RESPONSIBLE?	HOW WILL YOU MEASURE SUCCESS?
Front of House			
1.			
2.			
3.			
4.			
5.			
Back of House			
1.			
2.			
3.			
4.			
5.			





STEP 4: LONG-TERM OBJECTIVES Identify long-term business objectives to ensure that your goals will help you achieve your vision. Review the categories below and be sure the objectives are specific and clear. Think big: Consider an “aspirational goal” such as being able to communicate a message to customers a year from now: Doing our part for environmental protection through 25% energy reductions and emissions savings

Implementation: Who will be responsible?

Challenges: What could get in the way of success?

Clarity: Are my goals and actions steps easy for my team to understand?

Urgency: What is the level of urgency on my team?

Supply Chain: Is my business working with green vendors?

Resources: What do I still need for my long-term strategy?

Engagement: How will I engage my team and customers in supporting our going green efforts?



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STEP 4: LONG-TERM OBJECTIVES Identify long-term business objectives to ensure that your goals will help you achieve your vision. Use this form to write down your reflections.

Implementation:	
Challenges:	
Clarity:	
Urgency:	
Supply Chain:	
Resources:	
Engagement:	

