

Steps toward a More Robust Organization

Use this **Organizational Action Plan** to lower costs, increase revenues, reduce risks, get into compliance, attract, engage and retain top quality staff, receive positive publicity, and enhance your bottom line.

Operations	Person in charge	Target Date	Comments Goals
Energy Goal - Reduce energy cost by 30%			
1 Turn off all unused lights, appliances, computers, equipment			
2 Optimize thermostats and HVAC			
3 Conduct energy audits and act on recommendations			
4 Buy, lease, or install alternative energy systems			
5 Carpool, combine, and plan trips			
6 Track and post cost savings monthly to inspire staff			
Waste Streams Goals - Reduce costs and generate new revenue			
1 Reduce consumption-paper, ink, bottles, packaging			
2 Reuse (paper, equipment, furniture...)			
3 Recycle everything - find a market for it			
4 Compost biodegradable materials			
5 Replace toxic chemicals			
6 Conduct waste and water audits and act on recommendations			
Purchasing Goals - Reduce supply chain risks and costs			
1 Create green purchasing policy			
2 Invite vendors to provide more sustainable solutions			
3 Partner with vendors to create new products/services			
4 Conduct life-cycle cost analysis on all purchases			
5 Consider environmental and disposal risks			
Human Resources Goals - Attract, engage and retain quality staff			
1 Include sustainability in job descriptions and reviews			
2 Provide regular sustainability training and incentives			
3 Engage green teams to help meet corporate goals			
4 Encourage biking, daily walks, and other exercise routines			
5 Share success stories with staff and community			
Marketing/Public Relations Goal - Attract loyal customers			
1 Publicize sustainability efforts and green products			
2 Partner with other sustainability leaders			
3 Help clients meet their sustainability goals			
4 Brand yourself as a Sustainability Leader			
5 Lead by example - inspire staff, customers, and community			
Management Goals - Improve efficiency, morale and the bottom line			
1 Create <i>Sustainability Management and Communications Plan</i>			
2 Select a senior level manager to run program			
3 Create process to capture, vet and implement good ideas			
4 Identify goals and select metrics for monitoring			
5 Track and report monthly on progress and savings			

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Step 1 toward Certification

This list can be used to build a more robust and sustainable version of your organization. For help on specific goals, certification, or a customized strategy that will significantly enhance your performance, contact Ned Tillman at Sustainable Growth, LLC (ned@sustainable.us; 443-472-3681).