



HOW TO

# START A SUSTAINABILITY PLAN

Created by 11th Hour Racing Team for the benefit of the wider community, the How-to Guide series is part of The Toolbox, designed to help make sustainability more accessible for organizations of varying size and industry sectors.



## INTRO

You have established that sustainability - the act of preserving long-term environmental, social, and economic balance - is important to your organization and now you may be asking yourself “what’s next?”. The **How-to Guide series** lays out a framework to help you

implement your sustainability program - from establishing a sustainability policy, to creating and implementing the plan, and reporting your progress (and successes!).

**Are you ready? Then let’s get started...**

## A QUICK GUIDE

*Establish a starting point for your sustainability program by answering these fundamental questions.*



### 1. DEFINE WHO YOU ARE:

Who are you and what is your organization’s purpose?



### 2. WHAT DO YOU DO:

What does your organization do and what activities are you involved in?



### 3. UNDERSTAND ‘THE WHY’:

Why is sustainability important to you and what led you to this point?



### 4. CURRENT INITIATIVES:

What are you already doing in the sustainability space?



### 5. THE LANDSCAPE:

Where does your organization fit within the sustainability landscape?



### 6. RESOURCES:

Who/what is needed to help make your sustainability plan a success?

## 1. WHO ARE YOU?

What is your organization's history, mission, location, and administrative set-up? Consider your values and your current organizational framework, including financial, legislative, and operational elements.

## 2. WHAT DO YOU DO?

Outline your current business plans and operations. At this stage it is not necessary to specifically consider sustainability. Instead, focus on the core objectives and timescale of your organization's plans.

### TOP TIP

*These points will be fundamental later on when informing the scope and boundaries of your sustainability plan.*



**TAKE A MICRO &  
MACRO LENS TO GET  
PERSPECTIVE**

### 3. WHY IS SUSTAINABILITY IMPORTANT TO YOUR ORGANIZATION?

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Why have you decided to integrate sustainability into your organization? Identify the key drivers influencing the decision to embed sustainability into your operations and the ethos of your organization.

Describe the internal and external motivations that have helped you reach this point. For example, is it something your customers or employees have been asking for? Does it make good business sense?

#### TOP TIP

*Sustainability is not a single, time-bound action. It is an ongoing management approach that is embedded throughout an entire organization.*

### 4. WHAT INITIATIVES ARE ALREADY IN PLACE?

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This is your opportunity to identify how sustainability is already represented in your organization. In many cases, positive behaviors will already exist as part of a productive organization. These will become key components to building your sustainability plan.

**Important:** Reach out internally across your organization's departments to share the task of discovery. Consider what sustainable practices

are already in place, looking at practical measures, industry sector standards, and legal requirements.

We will address the enablers and barriers to implementing a sustainability program in more detail later, but now is a good time to start considering existing internal and external opportunities, and assets or barriers that might impact your sustainability efforts.

## 5. WHERE DOES YOUR ORGANIZATION SIT?

Consider where your organization fits within the landscape of your industry.

Identify what benchmarks, sustainability reports, industry partnerships, and activities are available and being pursued by your:

- Stakeholders and clients
- Competitors
- Industry sector programs
- Supply chain network

### TOP TIP

Use the World Economic Forum - [\*Strategic Intelligence tool\*](#) to research topics related to your organization.

## 6. WHO AND WHAT IS NEEDED TO MAKE YOUR SUSTAINABILITY JOURNEY A SUCCESS?

- Outline the resources you have available, for example: people, expertise, money, technology, relationships.
- Consider what additional resources and collaborations can be activated.
- See guide **3. How to Engage stakeholders.**

“

*Collaboration is the key to success, this is not a lonesome road!*”

ANON



### UP NEXT

## 2. HOW TO CREATE A SUSTAINABILITY POLICY

We look at the key components needed to create a formal policy.

For all enquiries or suggestions about this How-to Guide, please get in touch at [info@sustainabilitytoolbox.com](mailto:info@sustainabilitytoolbox.com). To stay up to date with the latest news on The Toolbox visit [sustainabilitytoolbox.com](https://sustainabilitytoolbox.com).

If you have found The Toolbox How-To Guides, templates, and supporting case studies useful, we encourage you to create and share your own case studies based on your organization's experience. Please submit your documents through [info@sustainabilitytoolbox.com](mailto:info@sustainabilitytoolbox.com).

**Disclaimer:** No warranty or guarantee of any outcome or result is made. While great care has been taken when preparing these guides, standards change over time, and applying sustainability practices is specific to each organization, sector, and jurisdiction. It is up to the user to make sound choices and determine what aspects are right to include, important to address, or legally required. Use at your own risk.

## RESOURCES

### **The Toolbox tools and templates related to this guide:**

- 11th Hour Racing Team Case Study - Starting a Sustainability Program
- Template - Assessing Your Starting Point
- Template - Staff Survey
- [The Toolbox Glossary](#)
- [World Sailing: Self-assessment Tool](#)

## REFERENCES

1. International Olympic Committee. [IOC Sustainability Essentials, Introduction to Sustainability](#). Switzerland; 2018.
2. International Organization for Standardization. [ISO 2012.1 Sustainable Event Management System Requirements - Clause 4.1](#). Switzerland; 2012.

## ACKNOWLEDGEMENTS

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