

HOW TO

PLAN & IMPLEMENT

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

Now that you have completed guide **6. How to Set Targets**, it is important to make sure these targets are properly planned, allocated resources, and coordinated internally for successful implementation.

A QUICK GUIDE

The most important consideration of sustainability planning is the engagement of people within your organization, this the key to success!



1. WRITE YOUR SUSTAINABILITY PLAN

This will be your roadmap for achieving your targets



2. ALLOCATE RESOURCES

Identify resources to execute your plan:

- People
- Tools
- Budget



3. IMPLEMENT THE SUSTAINABILITY PLAN

- Engage each department
- Communicate and coordinate procedures for implementation

1. WRITE YOUR SUSTAINABILITY PLAN

Create a master sustainability plan. This manual will act as a roadmap for how you will achieve your targets, review your issues, assess progress, adapt to change, and identify non-conformities, all to ensure continuous improvement.

Time spent with your team getting this right will result in a set of relevant plans, resulting in efficient implementation. These plans will ultimately create a framework for reporting in the final stage of The Toolbox - **8. How to Report and Communicate**.

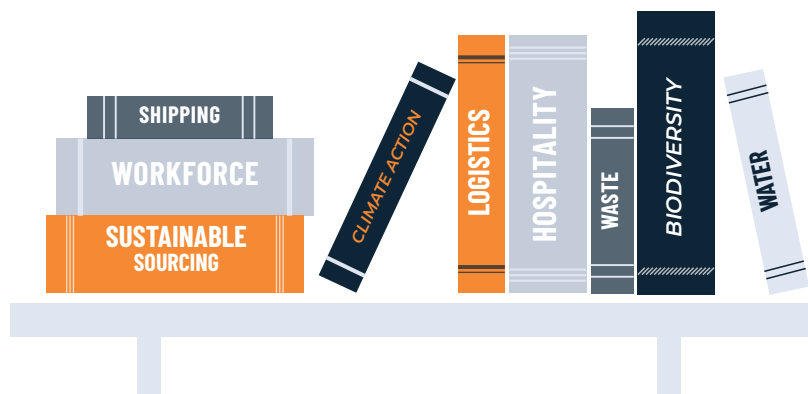
It's advised to create standalone chapters specific to various areas of your organizations' operations and team functions.

TOP TIP

Use The Toolbox framework and How-to Guides series for guidance on the best layout structure for your plans and content.

UNIVERSAL PLAN EXAMPLES

As targets are sector specific, individual plans will need to be created for your organisation, but some universal examples include:



ORGANIZATION-SPECIFIC PLAN EXAMPLES

In addition, there may be some industry or organization specific areas you will need to explore:



TOP TIP

This is a great opportunity to get your plan reviewed by 3rd party experts. Don't forget that your plan is not a static document, but one that you will continuously update to reflect your organization as it evolves.

2. ALLOCATE RESOURCES

In addition to allocating previously identified internal resources, consider what external support you might need. Allocate the necessary people, tools, and any additional budget required for your program's success.

ASSIGN COMPETENT PEOPLE MOTIVATED FOR SUCCESS

Determine the personnel resources (staff, partners, financials, etc.) your plans require and where you may need additional support or consultancy. Define clear areas of responsibility to ensure tasks are identifiable. Then create a dedicated team, relevant to the scope of your sustainability plan and the size of your organization:

- ✓ Develop collaboration around common goals across your organization's departments.
- ✓ Consider creating additional roles if required, e.g. an internship program or secondment from a partner or stakeholder entity.
- ✓ Explore third party consultancy opportunities as this could play a key role in providing expertise, credibility, and audit or certification services if needed.

PROVIDE TOOLS AND SYSTEMS

Consider what tools and systems you may need to achieve your plans and assess progress. These can be

sourced externally or created in-house. Tools and systems should be:

- ✓ **Consistent:** to provide comparable results
- ✓ **Efficient:** current and easy to use
- ✓ **Accessible:** to your team
- ✓ **Relevant:** to your industry standards

Examples include:

- ✓ Carbon calculators
- ✓ Tracking templates
- ✓ Life cycle assessment tools
- ✓ Sustainable sourcing code

ASSIGN A REALISTIC BUDGET

Moving beyond sustainability as a cost, and treating it as a shared value realizes the potential for new savings and revenue streams.

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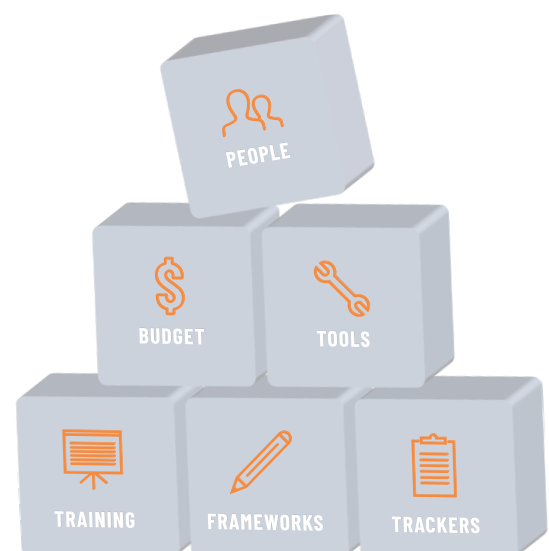
Unilever's purpose-driven brands are growing at twice the rate of the rest of their portfolio ”

POLMAN, 2016

To ensure sustainability is embedded throughout your organization rather than treated as an afterthought, make sure budget for your implementation plans is included within each relevant department. For example, energy efficiency projects could fall within the facilities and operations budget.

BLOCKS OF SUCCESS

Components that support successful planning and implementation



3. IMPLEMENT YOUR SUSTAINABILITY PLAN

EMBED A SUSTAINABILITY FRAMEWORK WITHIN YOUR MANAGEMENT SYSTEM

Engage with each department to find the best implementation solutions and create new operating procedures where they are missing.

COMMUNICATE & COORDINATE PROCEDURES, ROLES, & RESPONSIBILITIES INTERNALLY

Assign responsibilities to team members to ensure reaching targets is a collective responsibility.

TOP TIP

*The **ISO standards** provide a range of management system structures according to your organization's activity*

Offer support, by identifying and tracking any training and upskilling needed to ensure competency in delivering on your goals and targets..

Create and embed feedback loops and debriefing opportunities within organizational workflows.

Prioritizing staff well-being and inclusiveness within sustainability programs leads to increased productivity and sustainable innovations.



UP NEXT

7. HOW TO ASSESS PROGRESS

If you can't measure it, you can't manage it. It's time to learn how to assess progress for reporting and continual program improvement.

For all enquiries or suggestions about this How-to Guide please get in touch at info@sustainabilitytoolbox.com. To stay up to date with the latest news on The Toolbox visit sustainabilitytoolbox.com.

If you have found The Toolbox How-To guides, templates, and supporting 11th Hour Racing Team 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.

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

RESOURCES

The Toolbox tools and templates related to this guide:

- 11th Hour Racing Team Case Study - Planning and Implementing a Sustainability Program
- Template - Internal engagement plan
- Template - Sustainability plan
- Template - Sustainable sourcing code
- [The Toolbox Glossary](#)

REFERENCES

1. International Olympic Committee. [IOC Sustainability Essentials, Introduction to Sustainability- Section 7](#). Switzerland; 2018.
2. International Organization for Standardization. [ISO 2012.1 Sustainable Event Management System Requirements - Clause 6-8](#). Switzerland; 2012.
3. Polman. [Brands with Purpose Grow and Here is the Proof](#). Unilver. 2019.

ACKNOWLEDGEMENTS

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