



2 HOW TO CREATE A SUSTAINABILITY POLICY

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 outlined your organizational profile and sustainability drivers in **1. How to Start a Sustainability Program**, it's time to draft your sustainability policy. The policy is a starting point that acts as the foundation for establishing a comprehensive sustainability program for your organization.

TOP TIP

Nothing is cast in stone. Whilst the draft sustainability policy will inform the creation of your plans, you will certainly return to update this initial work, as new information arises.

A QUICK GUIDE: 8 ITEMS TO INCLUDE IN A SUSTAINABILITY POLICY



1. VISION

An aspirational statement of how your team envisions the future of your business, organization, or community.



2. MISSION

A description how your organization will go about achieving your vision.



3. DEFINITION OF SUSTAINABILITY

Define what sustainability means in the context of your organization.



4. SCOPE

State what activities the sustainability policy and program apply to within your organization



5. OBJECTIVES & TARGETS

Identify key objectives and targets for reaching each goal. Targets should be clearly defined and measurable.



6. IMPLEMENTATION STRATEGY

Describe the implementation strategy for your sustainability plan and how you plan to measure and report on progress.



7. REPORTING

Commit to periodic reporting to identify opportunities to make adjustments to your operations for continuous improvements.



8. LEADERSHIP COMMITMENT

Demonstrate a culture of support and accountability from the top down.

8 ITEMS TO INCLUDE IN A SUSTAINABILITY POLICY

1. VISION

A vision is a single aspirational statement of how your team sees the future of your business, organization, or community. Think big! [Here](#) are some inspiring examples.

2. MISSION

This short paragraph should describe how your organization will go about achieving your vision.

3. DEFINITION OF SUSTAINABILITY

Sustainability is a broad term, covering a wide range of topics. You'll want to define what sustainability means in the context of your organization.

4. SCOPE

Clearly state what activities the sustainability policy and program applies to. Is it just one product or event, or is it all of the activities of your organization?

5. OBJECTIVES AND TARGETS

Your organization should identify key objectives and targets. It's important that targets are clearly defined, and allow you to measure and quantify your progress.

6. STRATEGY FOR IMPLEMENTATION AND MONITORING

This section of your policy allows you to describe your implementation strategy for your larger program. You'll want to make sure you can continuously measure and report on your objectives to make sure you are on track to meet your targets.

***Example:** If you have a target to offset your organization's carbon footprint from travel by 100%, you'll need to have a system in place to track your footprint, make all available efforts to minimize it, and create a plan to offset the remaining footprint.*

7. REPORTING

Your organization should commit to periodic reporting to allow you to make adjustments to your operations for continuous improvement. This is also a good opportunity to align your organization with any governing bodies or sustainability standards such as conforming with ISO 20121 Sustainable Event Management System, aligning with relevant industry standards, and reporting to the Global Reporting Initiative.

8. COMMITMENT FROM LEADERSHIP

You will want to include a section for your organization's leaders to sign-off, committing to the policy and demonstrating a culture of support and accountability from the top down.

FOUR TIPS FOR DRAFTING YOUR SUSTAINABILITY POLICY

1. ESTABLISH A STARTING POINT

IOC Sustainability Essentials guidelines emphasize that “it’s important to assess your starting point.” Make a list of what your organization is currently doing for sustainability, look at opportunities to implement change, and identify potential roadblocks.

2. ENGAGE STAKEHOLDERS

It is very important to develop your policy and plan while reflecting the interests and needs of groups that your activities impact.

The advantage of engaging stakeholders while writing your policy and plans often means that you can better identify challenges and collaborate on solutions and opportunities. This will allow you to maximize the impact of your program while creating stronger relationships with aligned values.

We suggest mapping out all different types of stakeholders for your organization and make a plan for how to best engage with each group - surveys, group update calls, newsletters etc. Take them on the journey with you, providing multiple opportunities for feedback and align on how often you will communicate progress of your plans as they develop.

Examples of key stakeholders include: staff members, staff families, your supply chain, customers, sponsors, governing and industry bodies, local councils, partners, investors, local and online communities etc.

TOP TIP

“Nothing is cast in stone” - Whilst the draft sustainability policy will inform the creation of your plans, you will continue to iterate your initial work, including the policy as new information arises.

3. GATHER FEEDBACK

The initial draft of your policy outlines the intentions for the direction of your organization. Once you have engaged with your stakeholders, you will need to finalize and share the final version of your sustainability policy with all interested parties. Provide multiple opportunities for feedback and align on how often you will communicate progress of your plans as they develop.

4. ALIGN WITH INDUSTRY AND GLOBAL STANDARDS

It is important to give a clear focus to your plan. Aligning with industry and global standards encourages benchmarking and comparability to showcase where there are common areas of interest with suppliers and stakeholders.

Example: *Your organization’s objectives can be set in the context of Global Reporting Initiative standards, operational frameworks can use ISO standards and targets could be aligned with [UN Sustainable Development Goals](#).*

UP NEXT

3. HOW TO ENGAGE STAKEHOLDERS

Learn how to identify and prioritize stakeholders to uncover opportunities to work towards common goals.

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 - Creating a Sustainability Policy
- Template - Sustainability Policy
- [The Toolbox Glossary](#)

REFERENCES

1. Global Reporting Initiative.
2. International Olympic Committee. [IOC Sustainability Essentials, Introduction to Sustainability- Section 2](#). Switzerland; 2018.
3. International Organization for Standardization. [ISO 2012.1 Sustainable Event Management System Requirements - Clause 4.1](#). Switzerland; 2012.
4. Scott M. [Engaging with the UN's Sustainable Development Goals](#). *The Telegraph*. 2017.
5. University of Cambridge Institute for Sustainability Leadership (CISL). [Rewiring Leadership](#). Cambridge, UK; 2017.
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7. [UN Sustainable Development Goals](#).

ACKNOWLEDGEMENTS

11th Hour Racing Team would like to thank our partners and all who have supported the creation of The Toolbox, your ongoing input is essential to maintaining this open access resource.

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