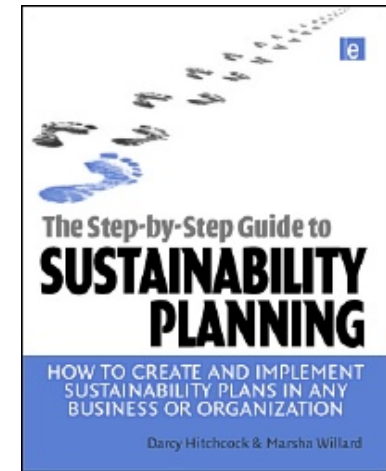
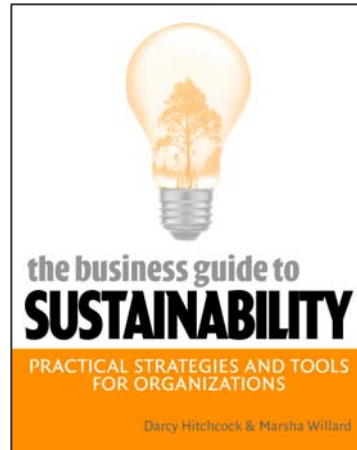




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Planning and Implementing Sustainability in Your Organization

The AXIS approach



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Why write a sustainability plan?

- Focuses energies and resources
- Ensures coordinated and comprehensive approach
- Tracks progress
- Forms the basis for reports
- Reduces the chance you'll miss something important

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Optional approaches

- Write it yourself
- Identify key stakeholders and solicit their input or reactions
- Use an existing team or group (e.g., mgmt)
- Create a sustainability steering committee and jointly craft the plan

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What's the process?

1. Establish business case
2. Establish the definition & vision
3. Conduct impacts assessment
4. Develop metrics & vision
5. Mock up report
6. Gather baseline data
7. Identify projects
8. Build support systems

Sustainability
Policy

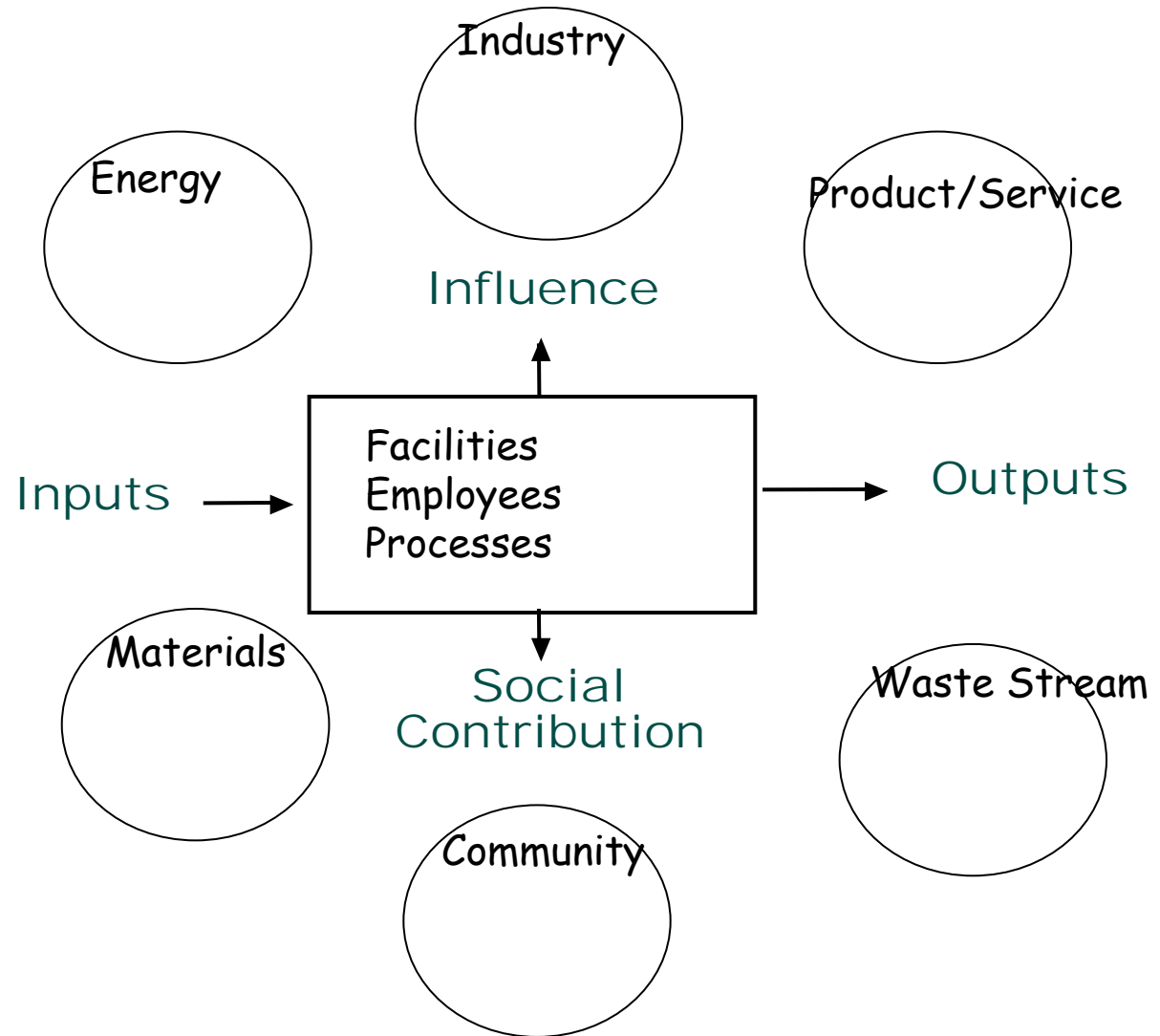
Sustainability
Report

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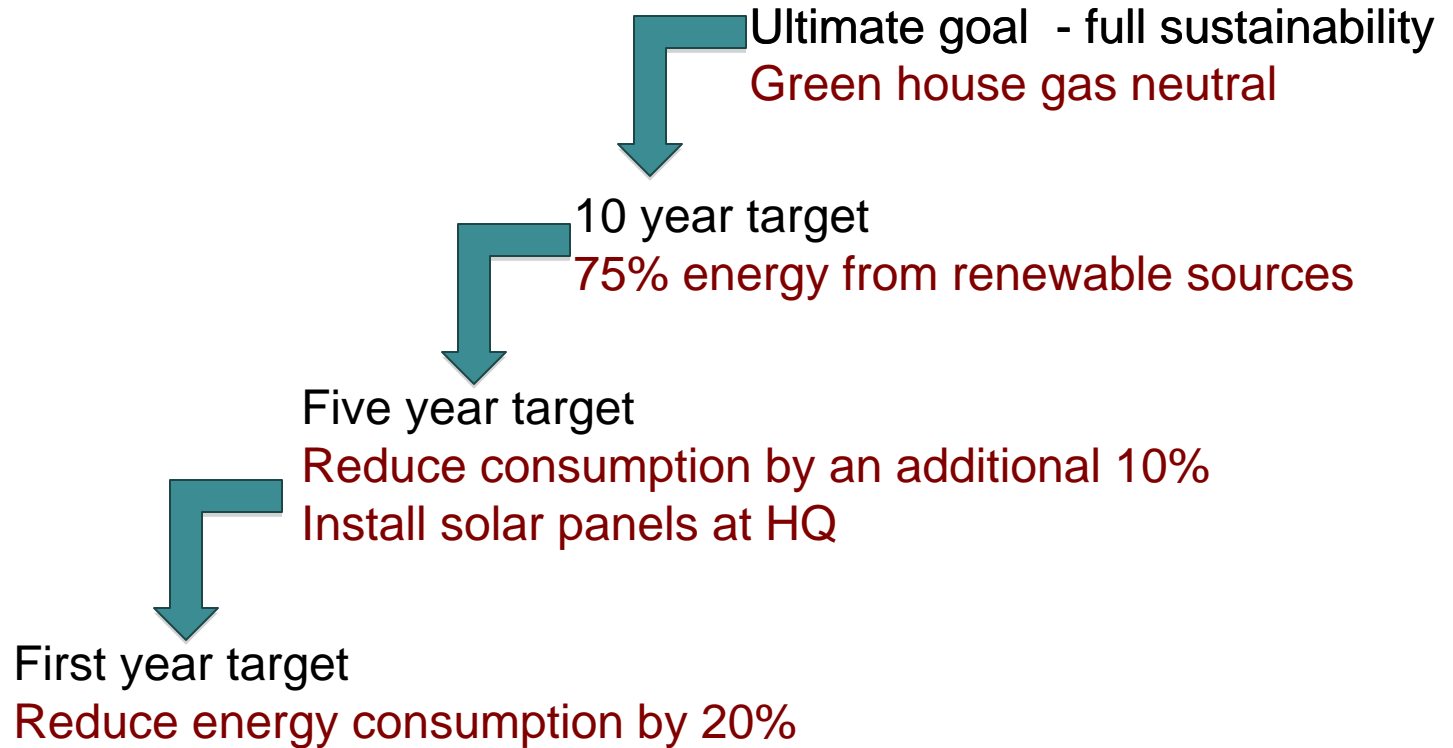


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Backcasting



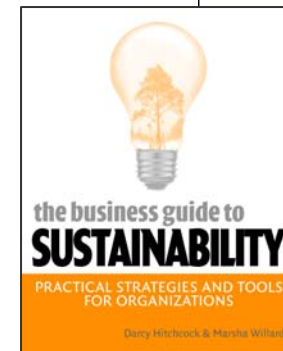
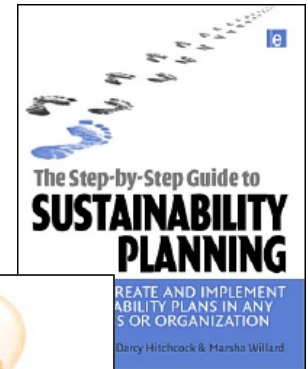
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Resources

- The International Society of Sustainability Professionals
<http://sustainabilityprofessionals.org>
- AXIS-newsflash-subscribe@yahoogroups.com
(**Free** book reviews)
- AXIS-Advisory-subscribe@yahoogroups.com
(**Free** articles)
- *The Step by Step Guide to Sustainability Planning* (Earthscan, 2008)
- *The Business Guide to Sustainability* (Earthscan, 2006)



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