Sustainability Policy Template

This Sustainability Policy Template has been designed to walk you step-by-step through the process of creating a company sustainability policy. Following examples of how to document your vision, goals, objectives and commitments, boilerplate language has been supplied to help you get started.

Sustainability Policy Template Contents:
- Part 1: Vision, Goals and Objectives
- Part 2: Commitments, Intent and Show of Support
- Sample Policy (ASTM Level 1 Compliant)

Part 1: Vision, Goals and Objectives

Vision Statement:
A vision statement is your organization’s view on what is possible in an ideal and perfect world. These are the inherent values or issues that help define what is most important to your organization. For example, they can be broad issues such as leadership, education and a healthy community or can be more specific like climate change, water scarcity, waste reduction. A vision statement might reference, very generally, how they might go about making vision reality, but the specifics of the how should be saved for the goals and objectives section of the policy.

To identify a vision, it is helpful to ask these questions:
- Why is event sustainability important to your company or organization?
- Why is sustainability important to your clients and/or consumers?
- Why is sustainability important to the events in which you participate?

Example of a Vision Statement:
We intend to provide the best audio-visual experience to our clients and customers while simultaneously working to improve the environmental, social and economic aspects of the world in which we operate. Our vision becomes reality by putting into action programs and practices that reduce the use of natural resources, optimize energy efficient products and technologies and foster innovations and creative solutions that add value for our clients, communities and our planet.
Goals
Goals are the specific areas you want to address, what you want to achieve. Goals should have four main components:

- **Indicator**: This is the scope of the specific goal and will likely come from the following areas:
  - Communications, waste management, energy, air quality, water, procurement, community partners, and staff management
- **Action**: What do you want to do/achieve specifically? (Keep it simple! Think in terms of increase or decrease use/participation/purchases)
- **Stakeholders**: Who else is involved in making these goals reality?
- **Timeline**: How long will it take?

**Example of designing a goal for your sustainability policy:**
*With a focus on energy, ABC Company will reduce the amount of energy used onsite at live events and in our company offices over the next 3 years working with our equipment providers, staff and event venue partners.*

- Indicator: Energy
- Action: Reduce the amount of energy used onsite at live events and at company offices
- Stakeholders: Equipment providers, staff and venues
- Timeline: Achieve over the next 3 years
Objectives
Objectives are the specific action items on how you will achieve your goal. The objectives should be measurable, achievable, relative to the goal and timing, meaning they should call out specifically what you plan to do, how you plan to do and within what time frame. It important to make objectives as specific as possible so you can measure performance and track how you are progressing against your goals.

Continuing from the example above; 3 objectives that identify how ABC Company will meet the goal identified.

<table>
<thead>
<tr>
<th>Goal: With a focus on energy, ABC Company will reduce the amount of energy used onsite at live events and at our company offices over the next 3 years working with our equipment providers and event venue partners. We are committed to reducing company office energy use to under 25,000 kWh per year by 2017.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1: As of [date], all future purchases of equipment must be rated through the Energy Star Program or EPEAT</td>
</tr>
<tr>
<td>Objective 2: While onsite, after show hours and at the end of the working day at our offices, staff will place all devices and equipment into energy saving mode when not in use.</td>
</tr>
<tr>
<td>Objective 3: ABC Company staff will monitor and track energy use at company offices using the Energy Star program and onsite when possible at the event venue.</td>
</tr>
</tbody>
</table>

Part 2: Commitments, Intent and Show of Support

Statements of commitment:
The bulk of the sustainability policy will be made up of the goals and objectives your company identified. These will work as a guide or road map for sustainable actions moving forward as an organization. However it is important to clearly state your commitment and intentions as a company in the following ways:

- Commitment to continual improvement as an organization:
  - Example Statement: Company ABC is committed to establishing, promoting, maintaining and improving a culture of sustainability and environmental responsibility by staff, our supply chain, and broader stakeholders.
Statements of commitment (continued):

- Commitment to reporting on progress (can be done internally through tracking or externally through public reporting)
  - Example Statement: Company ABC is committed to providing timely management review of sustainable business operating procedures and practices. We commit to track, measurement and report on our performance of the implementation of sustainability practices with a commitment of continual improvement in these areas.

- A statement of commitment to address sustainability throughout the live event management cycle (planning, implementation, review, reporting), noting how this fits into your core values
  - Example Statement: As part of our larger commitment to sustainability in the operational and procedural practices of Company ABC, we are also committed to providing the best, most sustainable services possible for our clients during their live events. We look to be a partner in providing sustainable solutions during the planning, implementation, review and reporting phases of live events.

Additionally, If your company or organization has aligned practices or feels the need to call out commitments with any external organizations (such as the UN Global Compact) and ensuring compliance with local ordinances and health and safety regulations this can also be written as a comment sentence.
  - Example Statement: The practices and operations of Company ABC are consistent with the principle goals and strategies as set out by the UN Global Compact. We also ensure that our practices and procedures are in compliance with all environmental, health and safety ordinances in the cities and regions in which we provide our services.

Show of support:
Including the signature of highest-level executive in the department or company illustrates upper management support and buy-in for sustainability throughout the company operations. Though a simple criterion of a policy, this implies that the company’s CEO, president, or top-level person will have begun thinking about sustainability. It is commonly discussed that sustainability programs are most effective when endorsed or championed at the highest levels.
Sample Policy (ASTM Level 1 Compliant)

Vision Statement:

We intend to provide the best audio-visual experience to our clients and customers while simultaneously working to improve the environmental, social and economic aspects of the world in which we operate. Our vision becomes reality by putting into action programs and practices that reduce the use of natural resources, optimize energy efficient products and technologies and foster innovations and creative solutions that add value for our clients, communities and our planet.

Goals and Objectives:

Goal: With a focus on energy, ABC Company will reduce the amount of energy used onsite at live events and at our company offices over the next 3 years working with our equipment providers and event venue partner.

- **Objective 1:** All future purchases (as of X date) of equipment must be rated through the Energy Star Program or EPEAT.
- **Objective 2:** While onsite, after show hours and at the end of the working day at our offices, staff will place all devices into energy saving mode when not in use.
- **Objective 3:** While onsite, after show hours and at the end of the working day at our offices, all equipment will be powered down or placed into energy saving mode.
- **Objective 4:** ABC Company staff will monitor and track energy use at company offices using the Energy Star program and onsite when possible at the event venue.

Goal: With a focus on waste management, ABC Company will reduce the amount of waste produced onsite at live events and at our company offices over the next 3 years.

- **Objective 1:** We will track the amount of waste produced at our company offices over the course of a year and identify a waste diversion rate for office operations. We will reduce the amount of waste produced by X% each year.
- **Objective 2:** We will reduce hazardous materials consumption by a minimum of 10% or achieve ongoing use of less than 75% of total products used.
**Goal:** With a focus on procurement, ABC Company will source products and materials in a responsible manner onsite at live events and at our company offices over the next 3 years working with our equipment providers and supplier partners.

- **Objective 1:** All future purchases (as of X date) of equipment from manufacturers will have at least one of the following policies, practices or certifications:
  - Restriction of Hazardous Substances Directive (RoHS) compliance
  - ISO 14001 certification
  - Manufacturing facilities powered in part by alternative energy sources
  - Electronic Product Environmental Assessment Tool (EPEAT) compliance
  - Formal environmental-packaging policy
  - Sponsorship or participation in formal product take-back/recycling program

- **Objective 2:** We will track and create a baseline for all purchases made with recycled content, which are recyclable, biodegradable and compostable.

- **Objective 3:** We will track and create a baseline for all purchases of products or materials that are considered non-toxic or reduced toxic.

- **Objective 4:** We will ensure that at least 10% of our total purchasing comes from items purchased in bulk.

**Statements of commitment**

*Company ABC* is committed to establishing, promoting, maintaining and improving a culture of sustainability and environmental responsibility by staff, our supply chain, and broader stakeholders.

*Company ABC* is committed to providing timely management review of sustainable business operating procedures and practices. We commit to track, measurement and report on our performance of the implementation of sustainability practices with a commitment of continual improvement in these areas.

As part of our larger commitment to sustainability in the operational and procedural practices of *Company ABC*, we are also committed to providing the best, most sustainable services possible for our clients during their live events. We look to be a partner in providing sustainable solutions during the planning, implementation, review, and reporting phases of live events.

**Signature or Statement of Support**

Signed by

(Name Most Senior Executive) ________________________
(Title)___________________
(Date) __________

Include additional signatures of key staff involved as appropriate.