



**STRATEGIC
SUSTAINABILITY
CONSULTING**

Sustainability Assessment Kick-off

Before you dive into a sustainability initiative, whether it be a life-cycle assessment (LCA), environmental or human product declaration (EPD or HPD), a carbon footprint, or any of a number of certifications or sustainability reports, make sure that you know what you really want (and need). Our kick-off engagement ensures that you've asked the right questions and considered all the options, so that you can execute a successful sustainability program that meets your budget, personnel, industry, stakeholder, and communication needs.

Reporting on Your Sustainability Efforts is Awesome – and Can Be a Nightmare

There are dozens of different ways to go about identifying, calculating, quantifying, and reporting on your environmental initiatives. A lot of the decisions you make early on in the process will shape (and restrict) what you can do with the results later. Because it's so critical to delineate the scope, goal, and intent of the project, we've developed a "1-day-kick-off" engagement that gets clients off on the right foot. The 1-day workshop will outline the best process *for your company*, helps get key decision-makers in the organization up to speed on the terminology, methodologies, and the strengths and weaknesses of each for *your industry*, and, based on its modest investment in time and resources, set your organization up to make smart choices when it comes to finally investing in a strategic sustainability strategy.

Key Considerations for Sustainability Reporting and Assessments

- **Why are you reporting on your environmental and/or social impact?** Is your push for a sustainability program purely for internal purposes, or do you need to communicate results externally (to customers, consumers, investors, etc.)? Do you want a full-spectrum project that looks at many issues in the life-cycle of your products (ozone depletion, worker safety, eutrophication, etc.) or do you just need the annual carbon footprint of your project or business? Do you want to eventually do a product eco-label, get a certification, or do you just want to use the results for product design and process improvement?
- **Who will do the work?** Do you want your internal staff to be able to easily mock up new products based on environmental factors and/or see the results from changing aspects of the production process? Does your internal staff have time to track data on a quarterly or monthly basis? Who needs to be trained on any software and how will ongoing education be handled? If you outsource the sustainability process then you need to factor in ongoing consulting costs--and figure out how frequently updates need to be made.
- **Where will the data come from?** Will you use third-party datasets to calculate the emissions from your supply chain, or will you gather primary data directly from suppliers? If you choose to use datasets, which ones will you use (there are dozens of datasets out there, which are sold individually and can take a HUGE chunk out of your budget). If you choose to collect primary data from suppliers, how will you manage that data? Does it need to be verified and/or assured in some way?
- **What tools or reports make the most sense?** There are about a dozen options on the market for a life-cycle assessment (including GaBi, SimaPro, Umberto, Sustainable Minds, OpenLCA, and Linkcycle). There are another half-dozen sustainability reporting methodologies (including GRI, ISO 40001) and more certifications and reporting tools than we can track (EPD, HPD, individual corporate scorecards, LEED credits, industry certifications and labels, etc.) Each option comes with different datasets, and not all of them "talk" to each other. Which you choose depends largely on what you need, what your budget is, and how you plan to use the information.



Let Us Walk You Through Your Options

Our 1-day workshop will introduce the topic of sustainability, the various options available for your strategic sustainability program, and our recommendations for the “best fit” sustainability report or project for *your company in your industry for your budget* to a group of up to 15 employees from the your company. By the end of the workshop, employees should understand basic value of sustainability reports, carbon footprint analyses, waste audits, LCAs, EPDs, HPDs, and industry certifications as they relate to your company. Our best-fit recommendation will be explored in-depth and employees will see how the project will be applied to their area(s) of experience (process improvement, public relations, new product development, facility management, etc.). You will also have a draft roadmap how we will complete the project and the division of the work that will take place throughout the process to meet stakeholder expectations.

How It Works

Two consultants from the SSC team will travel to a destination that works for the client headquarters and deliver a workshop aligned with the goals stated above. The timeline looks like this (although may be adjusted as necessary):

Time	Task	Who Should Attend
9:00am	Tour of Manufacturing Facility	Facilities manager and consultant team
10:00am	Sustainability 101 – outlines the science behind strategic sustainability projects , key market trends, different methodologies and standards, and how peers/competitors are approaching sustainability projects. Designed to get everyone on the same page	Representatives from the following departments: production, quality, sales/customer relations, marketing, facilities, product development/design
11:30am	Best Fit Recommendation – based on our 10-years’ experience working in sustainability in nearly every industry, we will recommend a specific strategy that will best meet the needs of your company based on budget, resources, goals, stakeholder demands, and best practices	Representatives from the following departments: production, quality, sales/customer relations, marketing, facilities, product development/design
12:00pm	Lunch	
1:00pm	Roadmap & Rapid Decision-Making Process – facilitated discussion with your team, including project goals, the level of detail needed, data availability and completeness, timelines, budgets, and how results may be used. Our team will be able to quickly narrow down the best options for your consideration and explain, in detail, the next steps	Key sustainability team (whoever will be responsible for deciding next steps and managing the project)
3:30pm	Wrap-up and Depart	

It is expected that the consultant team will be available before and after the workshop to coordinate with the client sustainability team, although the duration of this time is subject to final scheduling of the workshop and travel arrangements. The client will provide the workshop accommodations (conference room) and IT services (internet connection, projector and screen, cables, etc.). The consultant team will provide the workshop materials (PPT, etc.) and laptop.



Budget and Timeline

It cannot be emphasized enough the value of this engagement to helping the key leaders in an organization become familiar with both the field of strategic sustainability planning *and* the value of sustainability efforts to their organization – from saving money via reducing waste and increasing process efficiencies to being able to qualify for more work due to comprehensive reporting efforts.

A well-done, third-party verified sustainability project ranges from tens of thousands of dollars to hundreds of thousands of dollars, and jumping into strategic sustainability projects without understanding the long-term investment, drawbacks, challenges, and opportunities may end up costing a lot more than a single day of training.

We have had many clients come to us having completed an expensive and lengthy sustainability report when they actually needed a completely different type of analysis to meet stakeholder needs.

This one-day investment in your time and resources will pay for itself 10 to 50-times over, regardless of who leads your strategic sustainability program.

The workshop is priced at \$3,500. All travel expenses will be billed additionally.

A Bit More Reading

Our website has [more complete descriptions](#) of our services and [case studies](#) featuring the different type of sustainability reports, assessments, and projects that we have done for clients in more than two dozen industries over the past decade.

Do a bit of homework, and then contact us at info@sustainabilityconsulting.com to set up a 15-minute call to answer any questions you might have and to set up a 1-day workshop for your team. We look forward to working with you!

