

Introduction to Creating a Sustainability Strategy

What is a Sustainability Strategy?

A Sustainability Strategy is a document outlining:

- What you would like to achieve in terms of sustainability.
- What needs to be done to achieve this and by whom.
- The timeline you need to follow.
- How you will measure your success.

Why Create a Sustainability Strategy?

Climate change is widely accepted to be the greatest challenge currently facing our world. A [Report](#) by [The Center of Behavior and the Environment](#) claims that 'As individuals, people often report feeling hopeless that they can't effect change on a scale that matters for something as big as climate change, but individual behavior change when taken up by billions of people makes a decisive difference.'

By setting clear, attainable goals and defining the method to achieve them, you can positively contribute to the change required to mitigate the effects of climate change.

Some Examples of Sustainability Strategies:

[PlanBeyond 2.0 - PlanBeyond 2.0 7 19 \(foleon.com\)](#)

[Jacobs 2018-2020 Sustainability Strategy](#)

[Jacobs Climate Action Plan](#)

How to Create a Sustainability Strategy

Step 1

Research the eight themes and [UN Sustainable Development Goals](#) (UN SDGs). Decide on 1-2 of the eight themes from the [Jacobs' Butterfly Effect Program](#) to focus on.

Step 2

Conduct a sustainability audit by researching and evaluating the current situation; identify gaps and problems. Decide which outcomes you would like to achieve (e.g. reduce the number of plastic bottles thrown away by 20% within 10 weeks). These should be SMART goals to easily measure their success (see FAQs for more information).

Step 3

Assign tasks using the Project Planner Template.

Step 4

Identify and implement actions aligning with your chosen themes and UN SDGs to include in your strategy, along with:

- Any associated benefits and risks
- Key Performance Indicators (KPIs). These are the measurements you will use to identify if your strategy has been successful (see FAQs for examples).

Step 5

Spread the word and maximize engagement by publicizing your strategy! Use the hashtag #STEAM@Jacobs on Social Media.