# **Module 1 Toolkit: Establishing a Foundation**

A critical element of any sustainability initiative is that it should support the organization’s goals and objectives, as well as align with the mission, values, and brand. Most companies have some form of corporate responsibility (CR) and sustainability mission or perspective. If you work for, or are affiliated through a franchise agreement with, a larger entity, you will probably find detailed CR reporting online.

If you work for a smaller firm, there may not be formal report so be sure you check with leadership, marketing, or another department that oversees any sustainability activities.

This is baseline information that serve as a lens. View all the Green Team’s ideas through this lens because if the sustainability efforts ultimately enhance the brand and help the mission of the company, it will be easier to get buy-in.

**Organization Name** Enter the name of the organization. If you are launching or working on a green team in a franchise or multi-location organization, you can add additional descriptors or location here.

**What is the mission and/or vision statement for the organization?**

Enter the mission or vision here. This may be found on a public website or in an employee manual.

**What are the values or key brand attributes of the organization? What words might an employee, customer, attendee/guest, or vendor use to describe the organization and its products or services?**

Put the brand attributes here. These may be listed on a company’s website or may be words you personally associate with the brand. These are words that could also be used to prioritize sustainability initiatives.

**Website URL for the organization’s corporate responsibility / sustainability. If none, what is the best source of information on sustainability for the company.**

Enter the URL for the organization where the green team is/will be.

**Have you downloaded and read a copy of the brand’s CR/sustainability report?**

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| --- | --- | --- | --- | --- | --- |
| Yes |  | No |  | Not available |  |

**Provide a high-level summary of the organization’s CR/sustainability objectives and priorities. If not available, based on your knowledge of the organization, what should the CR/sustainability objectives and priorities be?**

Use this space to describe or list the organization’s CR/sustainability objectives. These may be found on a public website or an internal portal or manual. Smaller organizations may not have stated objectives or sustainability may be non-existent at this stage. If sustainability objectives exist, it’s a good idea to ensure the green team is activity working towards those or supports them in some way.