

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

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

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?

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

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

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not available	<input type="checkbox"/>
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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?