

Sustainability Planning Intern – Conservation Halton – Max Goodman-Coop

Building a Sustainability Plan for an Environmental Organization

The Project

The project is to develop a sustainability plan for Conservation Halton from the ground up.

Only two other stipulations were made:

1. Attain high buy-in for the plan.
2. Avoid wishy-washy sustainability goals



The Preparation

Looking at the target organization I considered the following:

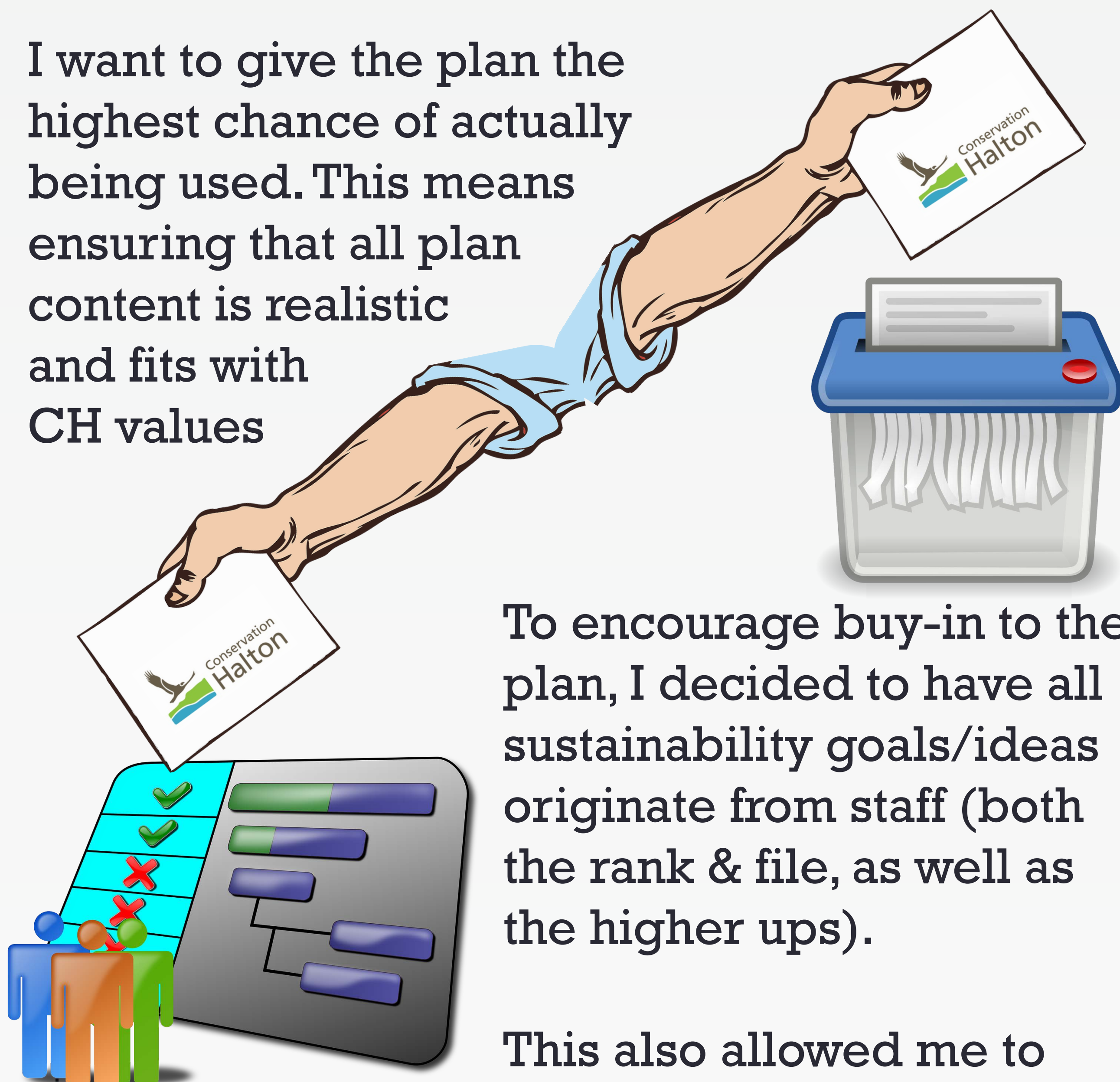
1. What is the attitude of Conservation Halton towards sustainability issues.
2. Will staff carry out goals/tasks from the plan.

To answer, CH is very sustainability minded, and as long as the ideas were down to earth/relatable we should see compliance.

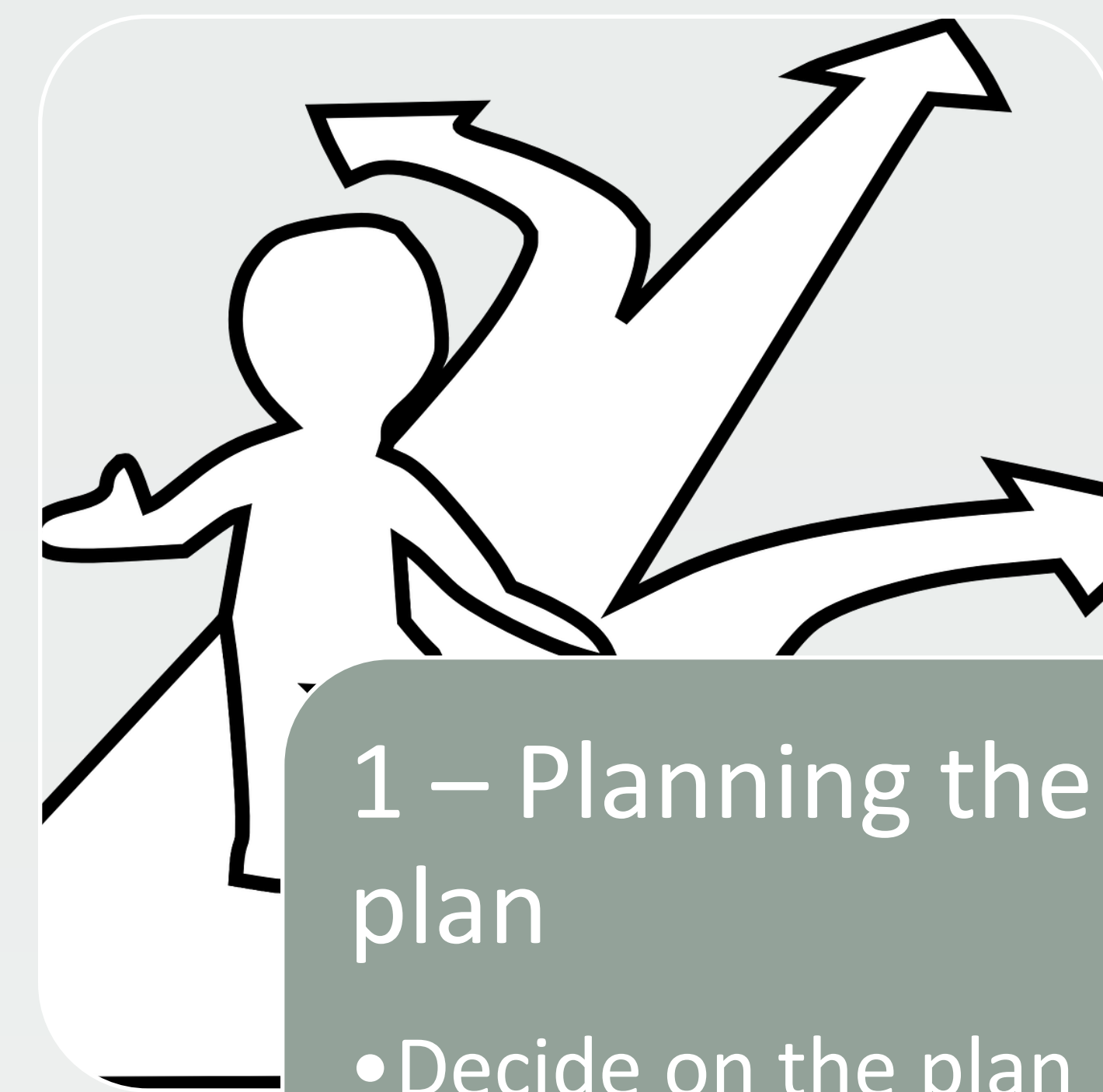
I want to give the plan the highest chance of actually being used. This means ensuring that all plan content is realistic and fits with CH values

To encourage buy-in to the plan, I decided to have all sustainability goals/ideas originate from staff (both the rank & file, as well as the higher ups).

This also allowed me to leverage staff knowledge of their own organization.



The Process



1 – Planning the plan

- Decide on the plan format
- Establish the methodology for collecting information

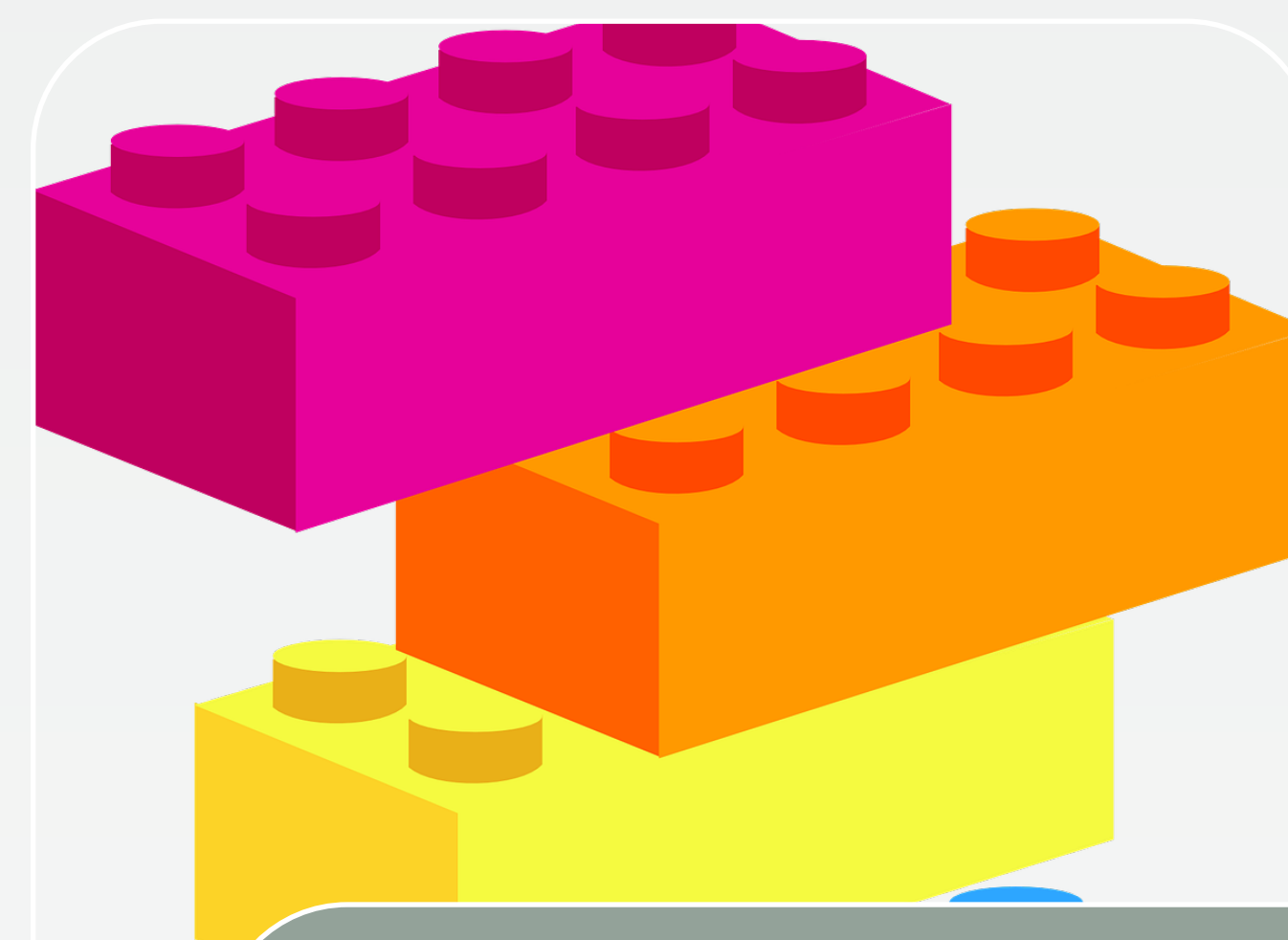
2 – First contact, the lunch & learn

- Present a primer on sustainability to the staff.
- Staff should walk out knowing what is and is not sustainability
- Concepts should be kept broad as not to strangle ideas
- Collect contact details from staff if they are willing to contribute ideas or participate in a planning committee.



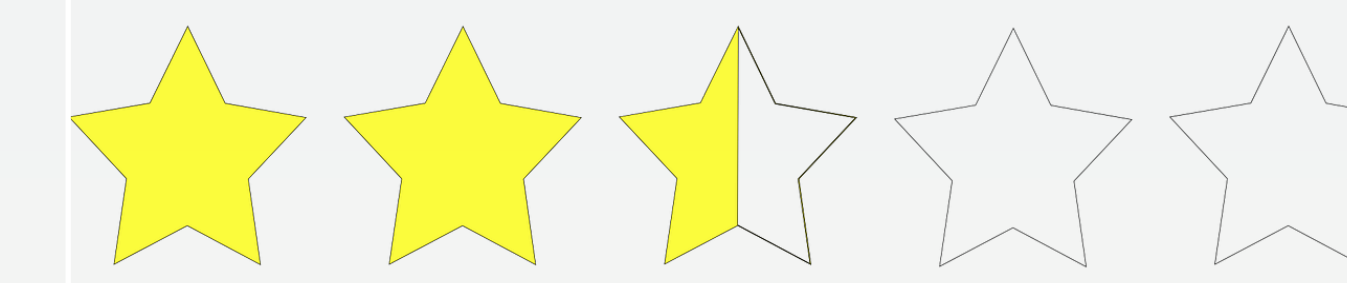
3 – Sustainability call centre

- Email every staff member to setup sustainability solo calls
- Carry out a call with each responding staff member
- Record and compile all ideas for review



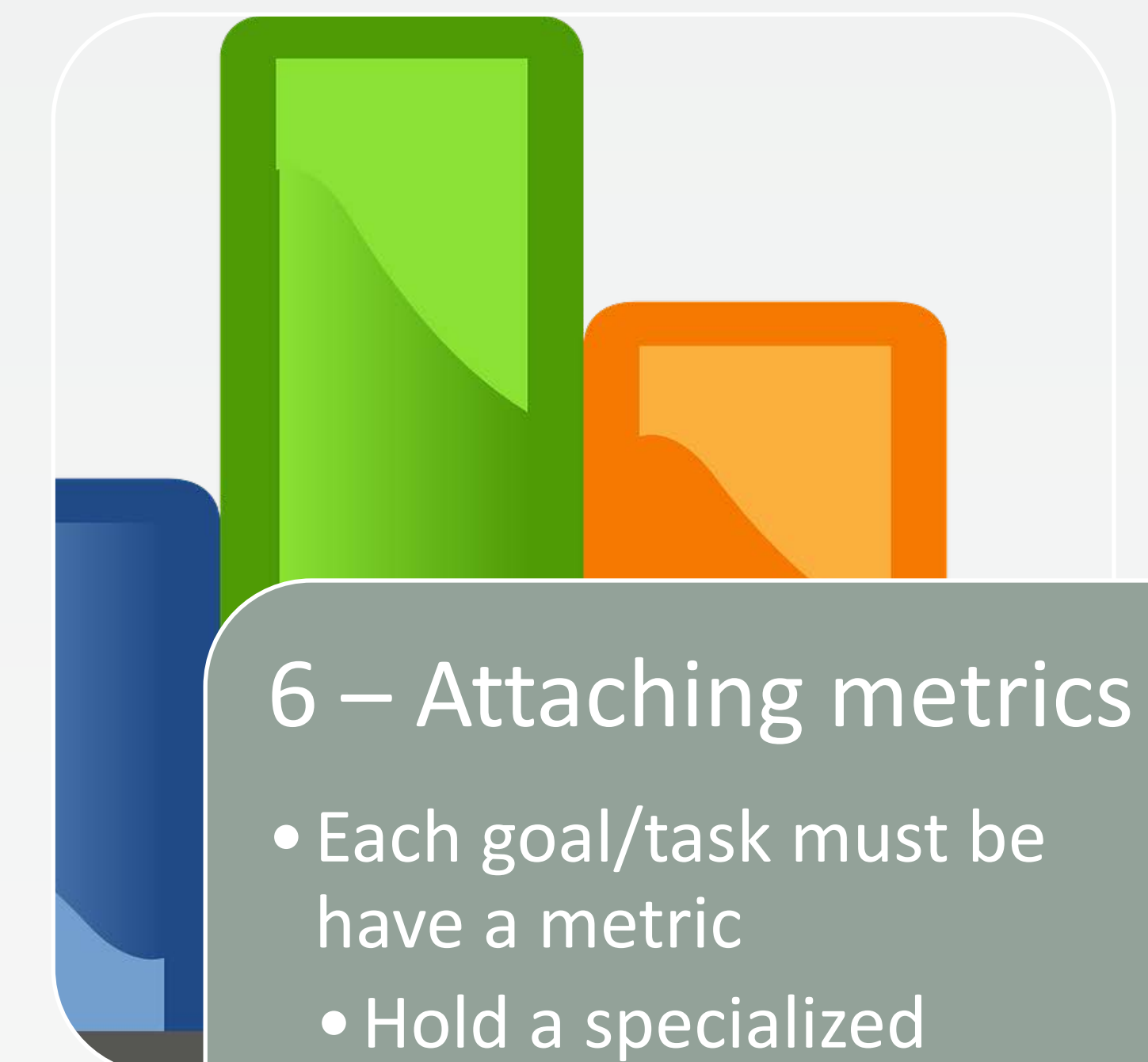
4 – Feasibility and fit

- Have a planning committee meeting
- Review every collected goal/task for feasibility and fit within CH
- Eliminate all entries that do not pass these tests



5 – Sustainability goal/task rating

- Have another planning committee meeting
- Members work in groups to assign four ratings to all entries
- Staff rate for measurability, impact, risk mitigation, and fit



6 – Attaching metrics

- Each goal/task must have a metric
- Hold a specialized committee meeting to catalogue already existing metrics
- Build metrics for all other entries with the help of staff

The Product

The development of the plan is still in progress as of completion this poster. The final product is organized by 'Area of Interest' → 'General Goal' → 'Specific Actionable Task' → 'Metric'.

A portion of the plan completed as an example will be available to illustrate the look, organization, and feel of the finished product..

7 – Wordsmithing , cleanup and graphics

- Give the document a few editing lookovers.
- Send the completed document for visual touchups at CH.