Getting Started With Your Sustainability Strategy

Innovative leaders everywhere must take steps to build more sustainable organisations. Sustainability-focused companies have better financial results relative to their peers and investors are doubling down on sustainability investments. We’ve created the following guide to help you get started on your own sustainability strategy.

1. **Consider sustainability synonymous with optimisation.**
   - Sustainability-related initiatives lead to optimisation and fuel a virtuous cycle.
   - Use every digital transformation initiative as an opportunity to be more sustainable.

2. **Be prepared for up-front costs but also for important returns.**
   - The ROI of sustainability investments will take a few years to yield, but the impact will be far-reaching and lasting.
   - Use a structured framework to investigate where an organisation can have the most impact from sustainability-related investments.

3. **Start with measurement.**
   - Build a careful analysis of what and how to measure. It may entail external expertise, but this is the most critical step.
   - This will affect what you report and help identify new opportunities.

4. **Build an effective sustainability team.**
   - A dedicated sustainability team with multiple, focused roles can help generate substantial internal and external impact.
   - It also ensures continuity and accountability for various initiatives.

5. **Foster an atmosphere of internal innovation.**
   - Create an environment where employees and internal leaders are motivated to find sustainable solutions.
   - This generates internal innovation that strengthens an organisation’s differentiation.

6. **Keep the philosophies of circular economy and carbon reduction top of mind.**
   - This inspires internal projects and initiatives that may lead to optimised products and processes.
   - It fortifies a corporate culture that minimises waste and overhead.

7. **Don’t expect a quick win.**
   - Investment in sustainability initiatives are mid-to-long-term investments, with the upside limited in the first few years.
   - Be prepared to see a slow but steady increase in ROI over the next five years.

If you need advice on your sustainability strategy, Forrester can help. Visit our sustainability resource hub for more complimentary content.

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