

What is Sustainability?

Video: <https://www.youtube.com/watch?v=eEis6O9m0Ow&feature=youtu.be>

Virtual Sustainability Tips and Pledges: <https://yourplanyourplanet.sustainability.google/>

Get Smart

A sustainability action plan details the work that different members in your organization will need to take in order to achieve the goals that were established in your sustainability policy. The best plans delve into the specific tasks required, with actions that are:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time limited**

Here's an example of how to make an action to increase recycling rates SMART:

Make the action **specific**, for example "Remove individual landfill bins at desks and replace them with recycling bins".

- Ensure that the results of the action are **measurable**. In this example, a quick walk around will be able to determine if all rubbish bins have been replaced.
- Agree with the person that the action has been assigned to that the timescale is **achievable**. Consider if there will be any delays that you will need to bear in mind, for example, will you have to buy new bins? How long will they take to be delivered? Will you need to let staff know why you're making this change in advance? How much notice will they need?
- Refer back to your sustainability policy. Does this action help you to reduce one of your main environmental impacts? In this case, the action is **relevant** to reducing waste tonnage.
- Set a completion date so that the action is **time limited** and doesn't drag on longer than initially agreed.

