



# Program development

Developing your company's sustainability journey

By Peter Love and Yasmin Glanville

This is the first of a series of articles to assist you design, implement, verify and market your company's sustainability journey. These articles are prepared by the founding directors of a new volunteer organization called Rethink Sustainability Initiatives (RSI). The directors are all senior executives involved in sustainability programs from the academic, banking, engineering, manufacturing, mining, retail and strategic consulting sectors.

In order to be comprehensive, we are starting at the beginning to help those who are just starting out on their journey

as well as letting others have a better understanding of where they are and what they need to consider doing next.

## Program design

There are nine basic steps to design a successful sustainability program:

- **Prepare an initial plan** – Before you can begin the next eight steps, you will need an initial summary of the vision and goals of the proposed sustainability development program. We suggest you start with defining what you mean and what you are actually trying to achieve by adopting a sustainability