



Book Guides

PRACTICAL SUSTAINABILITY



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Introduction to the Practical Sustainability Implementation Guide

Welcome to the *Practical Sustainability Implementation Guide* — your comprehensive toolkit for launching, managing, and evolving sustainability initiatives across your organization. Inspired by the *Practical Sustainability* book by Dan Broersma, this guide transforms theory into actionable tools and templates, helping you drive measurable results no matter your industry or organizational size.

What This Guide Offers

Sustainability is not a one-time project — it's an ongoing, team-based effort that requires aligned goals, defined roles, reliable data, and consistent accountability. This guide is structured around core **How-to Guides** to help you build and execute your sustainability strategy.

Follow the How to Guides in order, or jump to the section most relevant to your current needs:

1. **Start with your team.** Use the *Creating Your Sustainability Team* guide and its tools to establish a solid foundation.
2. **Set your direction.** Define your goals using the *Setting Practical Goals* guide.
3. **Define your scope.** Use *Define to Achieve* to clarify what sustainability means for your organization.
4. **Track your impact.** Use *Measure What Matters* to select metrics, calculate ROI, and track performance over time.

Throughout the process, use the tools flexibly — customize templates, update goals, and revisit assessments as your program evolves.

Why This Matters

Good intentions alone won't drive change. Progress comes from clear goals, organized teams, and measurable impact. This guide was created to bridge the gap between sustainability vision and operational execution. Whether you're launching a new initiative or fine-tuning an existing one, these tools are here to help you make sustainability practical, measurable, and lasting.

Use them actively. Revisit them regularly. And most importantly, adapt them boldly to your organization's context — because sustainable change is never one-size-fits-all.

Chapter 3 How to Guide: Creating Your Sustainability Team

Practical Sustainability, pages 77-87

A step-by-step guide for assembling a strong, cross-functional team with clear roles and decision-making authority.

Supporting Resources:

- **Team Role Matrix** – Outlines key roles, ideal qualities, and responsibilities to help structure your team.
- **Kickoff Meeting Template** – Provides an agenda to launch your team with alignment and focus.

Team Leader Focus Guide – Equips your team lead with strategies to manage momentum and secure buy-in.

Chapter 4 How to Guide: Setting Practical Sustainability Goals

Practical Sustainability, pages 89-96

Supporting Resources:

Goal Alignment Checklist – Ensures goals are connected to business strategy and stakeholder needs.

Chapter 5 How to Guide: Define to Achieve

Practical Sustainability, pages 97-109

Clarify your scope, select the right frameworks, and document your definitions so everyone's on the same page.

Chapter 6 How to Guide: Measure What Matters

Practical Sustainability, pages 111-131

You can't manage what you don't measure. This guide helps you select meaningful metrics and measure your impact.

Supporting Resources:

- **Metrics Selection Worksheet** – Choose metrics aligned with your goals and capacity.
- **Metrics and ROI Calculator Excel Workbook**– Input metrics, estimate return on investment for sustainability actions (financial, environmental, and reputational) and track progress.

Chapter 7 How to Guide: Setting Up a Solid Waste Program

Practical Sustainability, pages 135-172

Design a solid waste program that makes reducing, reusing, and recycling easier than throwing things away. This guide walks you through waste audits, cost analysis, bin system design, and staff engagement to create an efficient, user-friendly program that cuts landfill waste and improves resource recovery.