

I don't know

# where to start help me!

➤ **With a big subject like sustainability, it's often difficult to know where to begin. Over the years, IMS Consulting has worked with many large businesses to help them define their objectives and plot a course towards improved performance. We find that the Roadmap approach is very helpful.**



STARTING OUT

## RESOURCES

Take a look at the Saint-Gobain UK & Ireland CSR report to see the result of one of IMS Consulting's strategy projects:

The report was also written and produced by IMS.

All resources available at [www.imsplc.com](http://www.imsplc.com)

## RESOURCES

Take a look at Murphy Group's sustainability roadmap; developed with the assistance and guidance of IMS, as an example.

All Handbook Resources are available at [www.imsplc.com](http://www.imsplc.com)

## EXPERT OPINION



**Graham Sprigg, managing director and founder of IMS Consulting**

Building a Roadmap that's relevant, appropriate and durable isn't a half-hour flipchart process. It can take several months and certainly calls for plenty of commitment and time from those who are going to play a part in shaping it. But done properly, the resulting roadmap will be a valuable tool that can help shape your business planning and sustainability reporting.

No two companies are the same, so each Roadmap is unique, but many of the steps in the process are similar and we have set these out below:

- 1. Identify the team that will own the Roadmap.**  
Agree clear objectives and a timeframe for delivery.
- 2. Identify the aspects of sustainability that are important** to you and your stakeholders\*; begin to build your focus of action around these key elements.
- 3. Set SMART targets** (e.g. reduce carbon emissions by 50% by 2025) and agree Key Performance Indicators that can be measured and reported.
- 4. Prioritise the five or six most important aspects** of sustainability and set your priorities for business improvement against these.
- 5. Understand and articulate** why the priority aspects are important to your organisation and to stakeholders.
- 6. Establish a clear reporting framework** for communicating the Roadmap, and performance against targets, both internally and externally.
- 7. Stick with it!** Report progress. Adapt and improve as appropriate.

\*accelerate to issue 2 (next page)

## HELP ME SOLVE THIS PROBLEM

For a complimentary sustainability briefing to discuss your sector's performance and how your organisation could benefit from a strategic roadmap contact Graham at [graham.sprigg@imsplc.com](mailto:graham.sprigg@imsplc.com)

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