

# Sustainability Strategy

Many organizations have moved beyond basic regulatory mandates to drive action on economic, environmental and social (triple bottom line) issues up and down their value chain. In the absence of government standards to cover the breadth of these issues, organizations must chart their course based on numerous voluntary guidelines and evolving best practice. Our guidance helps our clients build a strong foundation for creating a sustainable organization over time.

Cameron-Cole, LLC helps clients develop a strategic approach to sustainability / citizenship / corporate social responsibility (CSR) by first identifying the organization's triple bottom line impacts, their relative priority as determined by the client, and the issues and prioritization of those issues that are of concern to its stakeholders. This is accomplished through footprint analysis, product impact evaluation and life cycle analysis, stakeholder mapping and engagement, benchmarking, evaluation of business goals and the organization's

stated vision for the future. Using this information along with our understanding of current guidelines and best practice, we assist our clients in creating:

- A list of “material” issues
- A set of indicators to measure performance for each of those issues
- A subset of metrics for the most important issues, known as “key performance indicators” (KPIs)
- Associated near- and mid-term performance targets and long-term goals for each indicator
- An action plan for a specified period that describes how performance will be managed and targets met for each indicator
- Systems and tools to support performance management

A clear and well-defined strategy is an essential element of any organization's sustainability program to successfully manage its triple bottom line.



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