

Taken from *Becoming a Sustainable Organization: A Project and Portfolio Management Approach*, by Kristina Kohl, MBA, PMP. © 2016 CRC Press.

Questions to Create a Sustainability Roadmap

1. What does sustainable strategy mean?
2. What are the most impactful or material areas in our industry?
3. In what way does sustainable strategy support these material issues?
4. How does sustainable strategy support our current corporate mission? How could it?
5. Are there any current drivers of sustainability within our organization?
6. If so, what are the current drivers of sustainability?
7. Which industry material issues are most impactful to our business?
8. How are these material issues impactful to our business?
9. Who are the stakeholders with whom we should engage?
10. How can sustainable strategy be combined with core business goals to create shared value for all of our stakeholders?
11. How ready is our organization for change?
12. What new opportunities or markets may be created through a sustainable approach?
13. What risks can be mitigated or maximized?
14. How can sustainable strategy impact our competitive advantage?
15. What is our organizational reputation in the communities in which we operate?
16. What cost savings can be recognized through energy, water, waste, or raw material reductions?
17. What messages are we receiving from our stakeholders such as investors, employees, and customers in regard to environmental, social, and governance issues?
18. How does our sustainability plan impact value chain partners?
19. What departments in our organization can be most significantly impacted by sustainable strategy?
20. With whom does it make most sense to build strategic alliances to create the case for sustainability?
21. How well informed is our board, CEO, and leadership team on the issues of sustainability?
22. What relevant industry examples are pertinent in order to build a meaningful business case using ROI and key performance indicators (KPIs)?
23. How will this program impact our corporate brand and reputation?
24. How will it impact our corporate image with current and future employees, specifically our recruitment and retention efforts?