



co

3D BUSINESS SUITE

# SUSTAINABILITY ROADMAP TOOLKIT

[commonobjective.co](https://commonobjective.co)

# Overview: Building a Sustainability Roadmap

This toolkit is designed to be used in conjunction with the associated articles on CO:



**STEP 1**

**Define a Sustainability Vision**

How to identify your overarching sustainability values

[Read full article on CO](#)



**STEP 2**

**Setting Key Objectives**

How to prioritise your key areas of focus

[Read full article on CO](#)



**STEP 3**

**Set Measurable, Actionable Targets**

How to set measurable goals that help you achieve your objectives

[Read full article on CO](#)



**STEP 4**

**Implement Clear Policies**

How you plan to implement your strategy

[Read full article on CO](#)

# 01. Values & Vision

Your overarching sustainability values



Read associated  
article on CO

**TASK**

## Identify business values

### Personal values / areas of concern

*Not sure? Use the [United Nations Sustainable Development Goals](#) to understand which global issues resonate with you personally.*

### Customers' values

*Do a survey or some 1-2-1 interviews; Find out where else your customers shop or what causes they engage with.*

**TASK**

## Your business and the industry

### Your existing business practices

*Do you already do things that are addressing social or environmental impacts? Like using recycled materials or working with artisans?*

### Sustainability issues in the fashion industry

*Look at the [key sustainability issues on CO](#) to identify which ones:*

- Impact your business the most
- Which ones you wish to tackle first



TASK

Craft your vision

Use your identified values, combined with your existing business practices and top sustainability issues in the industry to craft a vision that embodies what the business should be striving to achieve.



Read associated article on CO

Examples

We dream of a time without landfill, when everything is recycled or composted. - Elvis & Kresse

To be an impact catalyst to create a fair and just world to the small scale marginalised organic farmers in India. To have a fully traceable supply chain from farmer to finished product. - Dibella India

We believe that together, through our daily actions, we can create a more sustainable future for people and the planet. That’s why we’re committed to buying better and inspiring change, so you can do the same. - Selfridges

[See more examples here](#)



Eileen Fisher



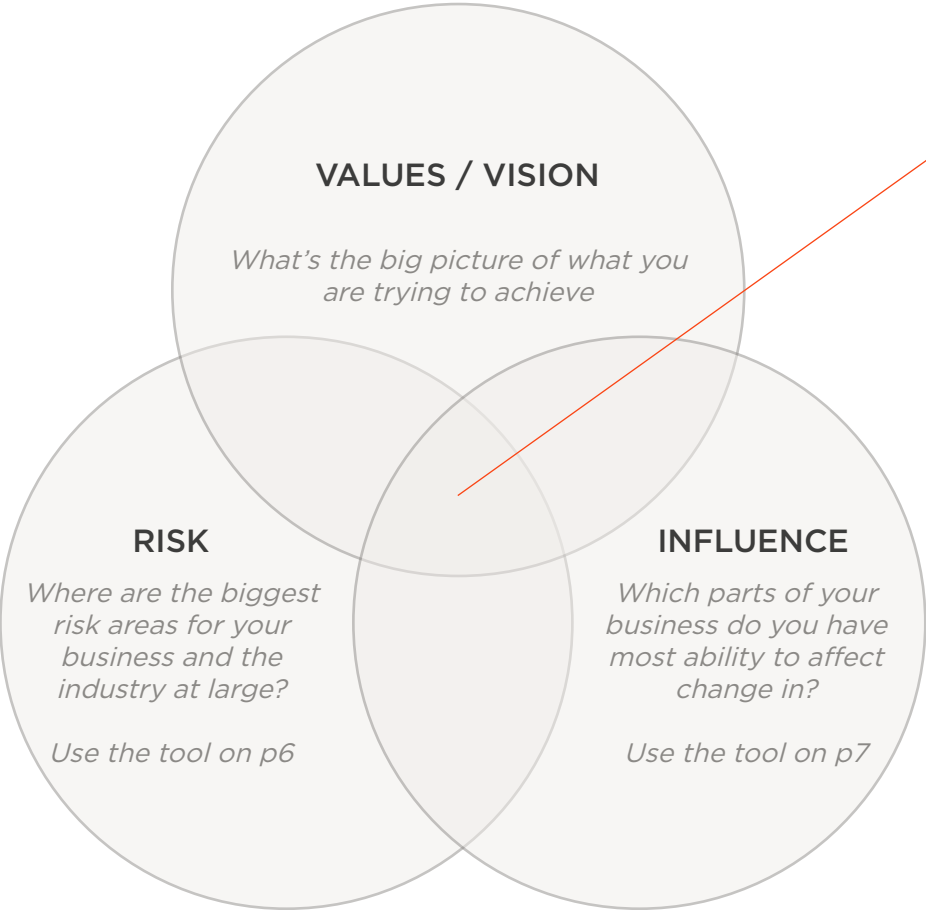
Read associated  
article on CO

## 02. Prioritise Key Objectives

How to prioritise your areas of focus

FRAMEWORK

Prioritising Objectives



KEY OBJECTIVES

Identify 2-3 priority objectives based on where the biggest cross-over is between: vision, areas of risk, and areas of influence. This provides a starting point for a sustainability roadmap that is rooted in the company's beliefs, and gives it the best chance at succeeding.

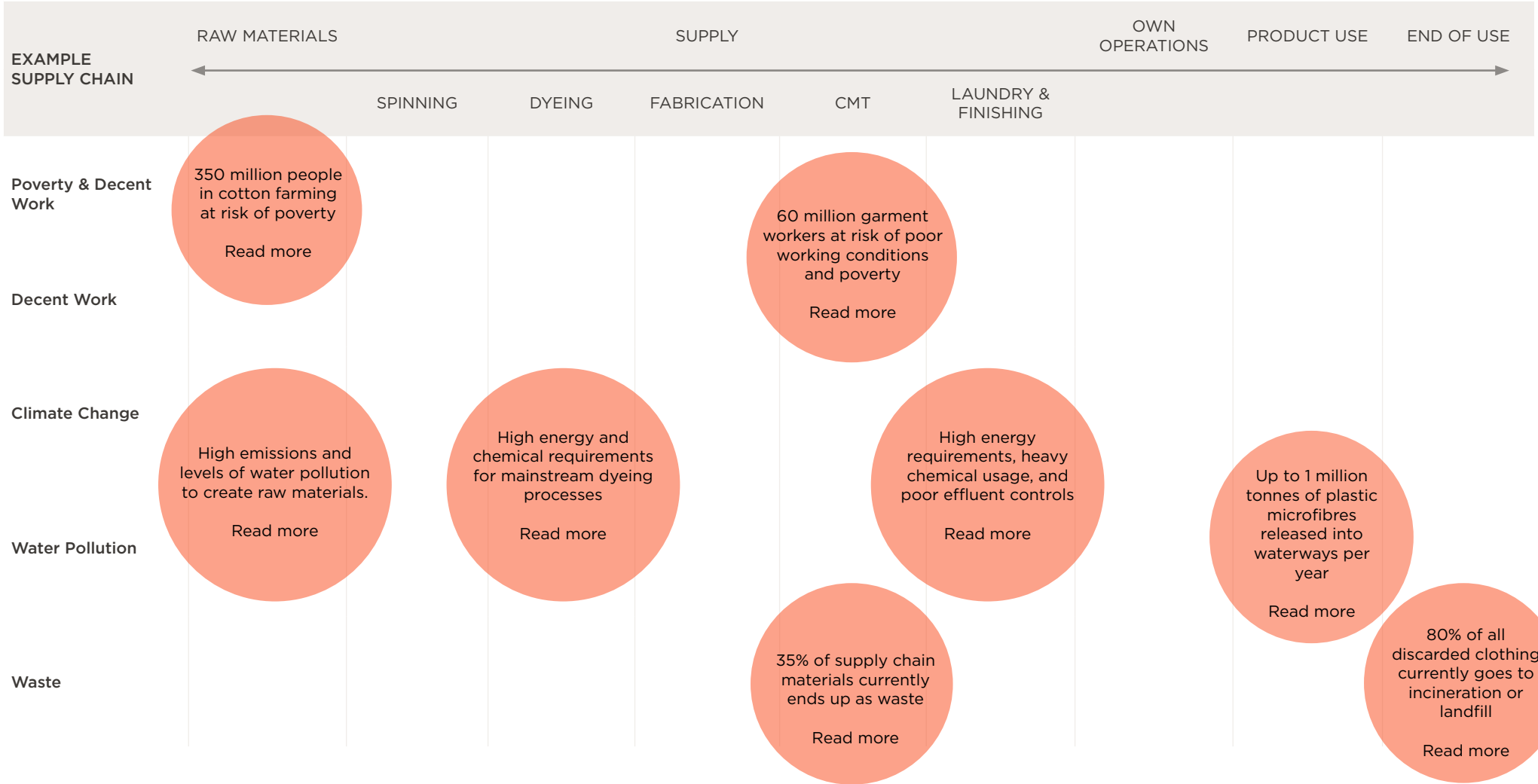
- 1.
- 2.
- 3.

TOOL

Industry Hotspots: Where are the biggest risks?



This tool provides a guide as to some of the biggest areas of risk in the fashion industry today - as they relate to key global issues like poverty and climate change. It is by no means an exhaustive list; you can use this tool to identify other areas of risk in your supply chain or the industry at large.











TOOL

Areas of Influence

Use this tool to assess which areas of your business you have most influence and therefore ability to affect change. In each box, provide a score of 1-3 (3 being highest) and make notes as to the nature of your influence in that part of your supply chain and operations.

  
Read associated  
article on CO

									
	<b>FARMING</b> Growing fibre	<b>SPINNING</b> Making yarn	<b>WEAVING/ KNITTING</b> Making fabric	<b>PROCESSING</b> Dyeing, finishing, printing, washing	<b>SEWING</b> Cut, Make, & Trim (CMT)	<b>SUPPLIER/AGENT</b> Sourcing & Management	<b>BRANDS/ RETAILERS</b> Design, sales & distribution	<b>PRODUCT USE</b> Wear & wash	<b>END OF USE</b> Recycling & disposal
Decision-making control							5/5 Control how products are packaged		
Relationship with suppliers / stakeholders	1/5 Don't know who they are				4/5 Worked with them for over 10 years				
Knowledge and expertise				2/5 Low knowledge to bring to supplier on this process				5/5 Strong communications skills to educate consumers	
Possibility of collaboration						3/5 Could work with other brands to collectively source			

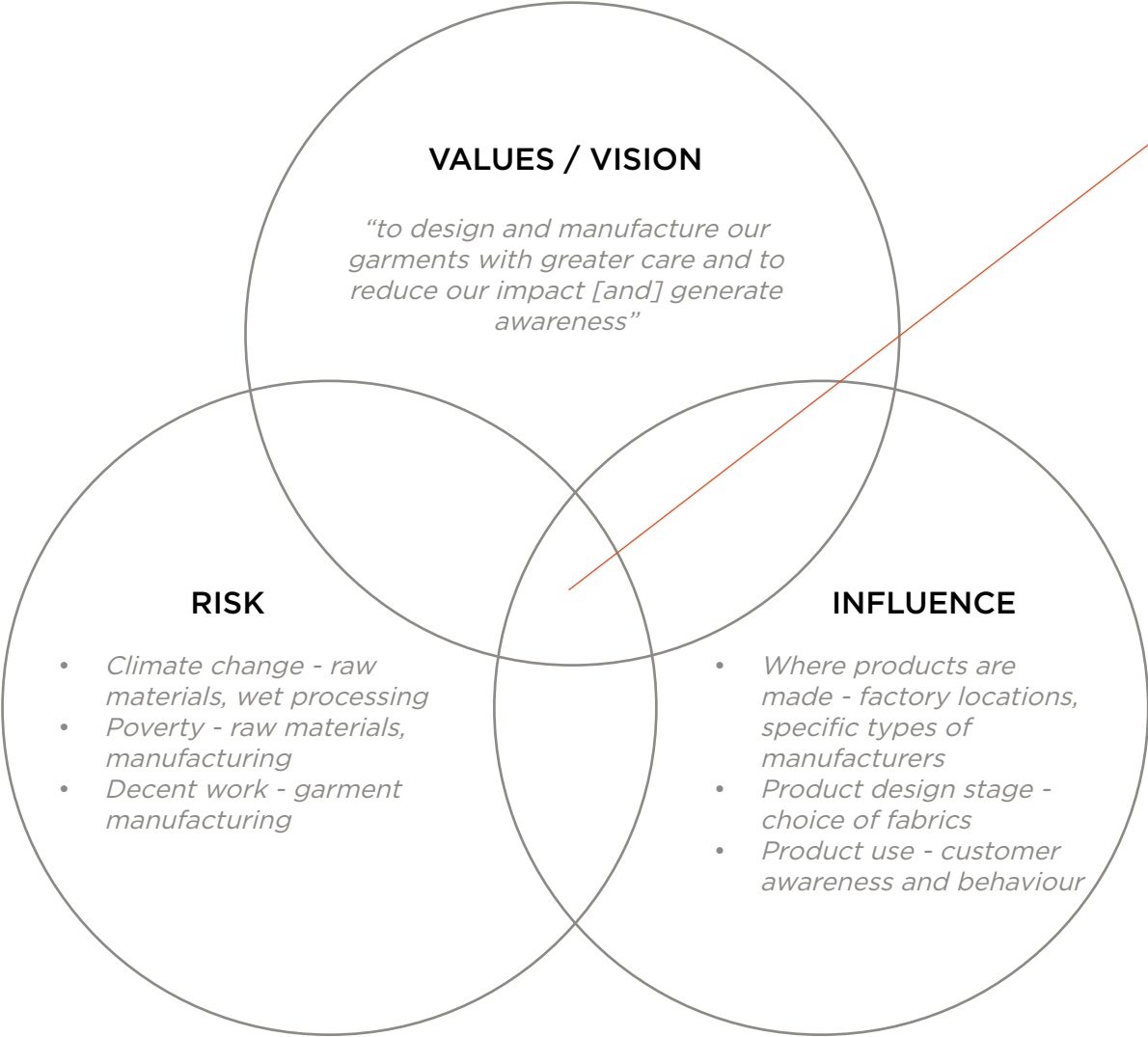
EXAMPLE

Mara Hoffman - Key Objectives

NB: This example was drawn from information available on Mara Hoffman’s website



Read associated article on CO



KEY OBJECTIVES

1. **Materials** - “To produce a responsibly made product, choose each material with intention and care. When sourcing for our designs, prioritize natural, recycled, and organic fibers and do not use any fur, leather, or feathers. 100% of our swimwear is produced using recycled nylon or recycled polyester.”
2. **Manufacturing** - “Prioritize fair treatment of workers and artisans, and aim to minimize waste and energy usage wherever possible throughout the production of each garment.”
3. **Consumer behaviour and awareness** - Encourage customers to care for their garments - extending their life, conserving natural resources, and keeping textile waste out of landfills.



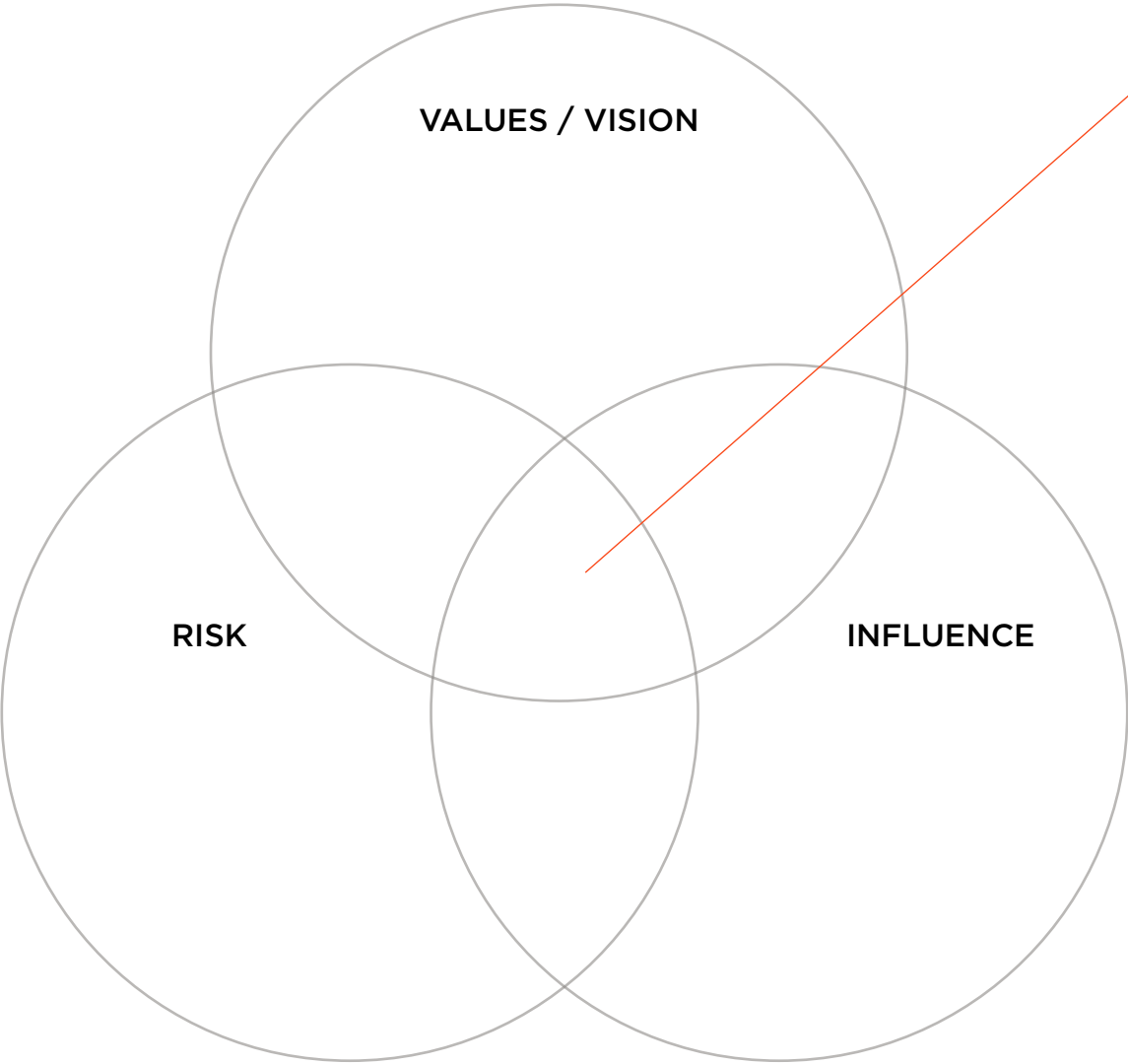
TEMPLATE

Key Objectives

Use this template to prioritise your own key objectives



Read associated article on CO



KEY OBJECTIVES

1.

2.

3.

### 03. Create Targets

Measurable goals that will help you achieve your objectives



Read associated article on CO

EXAMPLE

Targets: Reformation and Marks & Spencer

VISION	OBJECTIVES	GOALS	ACTIONS
<p>Reformation example:</p> <p>To bring sustainable fashion to everyone</p>	<p>Social responsibility &amp; accountability</p>	<ul style="list-style-type: none"><li>Monitor 100% Tier 1 &amp; 2 suppliers</li><li>Build a social compliance program that focuses on capacity building rather than audits</li></ul>	<ul style="list-style-type: none"><li>Network with brands in shared facilities to reduce audit fatigue</li><li>Grow monitoring and capacity building via preferred monitoring</li><li>Align with a credible MSI focused on social responsibility; participate in early stages and help pilot new programs and initiatives</li></ul>
<p>M&amp;S example:</p> <p>To make M&amp;S special again through sustainable, profitable growth that delivers value for customers, colleagues, shareholders, communities and planet alike.</p>	<p>Becoming a zero-waste business</p>	<p>By 2025, the 50 key raw materials used for M&amp;S products will come from sources verified as respecting the integrity of ecosystems, the welfare of animals and the wellbeing of people and communities. This will cover 80% of M&amp;S raw material usage by volume.</p>	

TEMPLATE



Target Setting

VISION	KEY OBJECTIVES	GOALS / TARGETS	ACTIONS
	Objective 1		Short term • • •  Long term • • •
	Objective 2		Short term • • •  Long term • • •
	Objective 3		Short term • • •  Long term • • •



Read associated article on CO

# 04. Policies

How you plan to implement your strategy

FRAMEWORK

## Building a Policy

Vision, Objective, Targets/Goals

As per the previous templates in this guide

Scope

Clearly state what is and isn't covered by the policy -

Requirements

- a) State clearly what the company will or will not tolerate as part of the business, and what measures will be taken to enforce this
- b) State what the company expects staff, external contractors and suppliers to do in this regard

Reporting

A statement of commitment to continual improvement details of how the company will regularly report and review.

EXAMPLE

## Patagonia Post-consumer Recycling Strategy & Upcycling Policy

"Recycling is what we do when we're out of options to avoid, repair, or reuse the product first. Firstly: Reduce. Don't buy what we don't need. Repair: Fix stuff that still has life in it. Reuse: Share. Then, only when you've exhausted those options, recycle."  
-Annie Leonard

Vision, Objectives, Goals

Worn Wear Recycling Strategy

Worn Wear seeks to repair and reuse Patagonia garments to extend their useful life, which is the most effective way to reduce the environmental footprint of our clothing. Not every product returned to us is suitable for continued use, however, and if we cannot repair or reuse the product we will recycle it.

Extending the life of garments aligns with the circular economy framework that emphasizes the importance of keeping materials flowing through the product lifecycle at their highest quality possible, continually reused and ideally avoiding landfills. Our goal is to repair and reuse as many products as possible and recycle 100% of everything else to avoid sending used products to the landfill or incineration as end of life solutions.

Implementation Overview: Prioritizing Repair and Reuse

To implement this strategy, when we receive used products, Patagonia does the following (in order of priority):

- 1. Repair: Build robust repair programs to keep people using the clothing they already own.
- 2. Reuse: Support, encourage and develop programs for reusing clothing that is in good condition, including the following:
  - a. Resale of used clothing through our Worn Wear program, including in-store events, tours and e-commerce platforms. These items are marked "MMN \$XX" with XX representing the price at which the item will be sold

Requirements

Scope

[View the full policy and other Patagonia policies here](#)

TEMPLATES

Build your roadmap and policies

Finally, use the template below to pull together everything into a Sustainability Roadmap and as many Policies as required.

[Download PDF Templates](#)

SUSTAINABILITY ROADMAP

Company Name

Our Vision:

Objective 1	Objective 2	Objective 3
<div>Targets</div> <div>Short Term</div>	<div>Targets</div> <div>Short Term</div>	<div>Targets</div> <div>Short Term</div>
<div>Medium Term</div>	<div>Medium Term</div>	<div>Medium Term</div>
<div>Long Term</div>	<div>Long Term</div>	<div>Long Term</div>
<div>Actions</div>	<div>Actions</div>	<div>Actions</div>

SUSTAINABILITY POLICY

Company Name

Summary of Vision, Objectives, and Targets

As defined in the Sustainability Roadmap

Scope

Clearly state what is and isn't covered by this policy

Requirements

a) State clearly what the company will or will not tolerate as part of the business and what measures will be taken to enforce this

b) State what the company expects staff, external contractors and suppliers to do in this regard

Reporting

A statement of commitment to continual improvement and details of how the company will report and review



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# COMMON OBJECTIVE

[commonobjective.co](https://commonobjective.co)