

Make your own Sustainability Pledge

Your Sustainability Pledge can take any form that suits you, but these pointers cover things you might want to include: explaining what the Pledge means to you; celebrating the things you've done already; setting-out your action plan for the future.

1. Framing – why you're making this Pledge

Whether you're making this Pledge as an individual or an organisation, it's useful to include a bit of framing. This may be a simple acknowledgement of your responsibility. Or you could go into detail about why sustainability is a crucial part of your day-to-day activities. In short; why are you doing this?

2. What you've done so far

This is your chance to list everything you've already done towards becoming more sustainable. This might include banning disposable cups, the team working from home several days a week, or reducing the number of images you use in marketing emails.

3. What you're going to do next

Make a list of actions for the future. It's good to make this a mix of 'quick wins' and more ambitious targets. That way you can do some things right away, while having more to work towards over time.

4. Set deadlines

We all know that deadlines are important for getting things done – and the actions in your Sustainability Pledge are no exception. Include time limits against your action plan. If you don't achieve everything by your deadline, don't worry. Use it as a chance to review where you've got to so far; then re-jig your plan, and keep working on reaching your targets.

5. Make your pledge public!

Sharing what you're doing – and your progress – is really important. It not only shows that you care and are taking action, it gives your peers ideas for things they can do too. (In this scenario, copying is good!) It will also help to normalise being mindful of sustainability, day-to-day, and encourage more people to follow your example.