

# Integrate your impact

## Checklist for businesses

Sustainable practices have been proven – over and over again – to drive more profitable, resilient and trusted businesses. To reap the benefits, businesses must integrate and align their initiatives to create real impact and growth.

This checklist serves as a thought starter in considering your approach.

- 1. Sustainable growth**  
Do you have a commercially sound plan for doing good in your community?
- 2. Aligned Strategy**  
Are your initiatives for environmental and social impact aligned with your business' purpose?
- 3. Governance**  
Have you set clear KPIs on environmental and social impact for your board or executive team?
- 4. Supply chain and industry groups**  
Are you making the most of your supply chain and industry groups and the good they are doing?
- 5. Collaboration partners**  
Are you looking for opportunities to work with other businesses to make a difference in your communities?
- 6. External commitment**  
Is your commitment to sustainability and social impact easy for your customers and stakeholders to find and understand?
- 7. Internal communications**  
Is your team aware of your environmental and social activity and how they can contribute?
- 8. Impact metrics and targets**  
Are you measuring your impact with simple metrics and targets that are clear, relevant and easy to understand?
- 9. Best practice**  
Have you found the best fitting external standards or advice to help you measure and improve your performance?
- 10. Leadership**  
Are you sharing your progress and successes to inspire others?



**Strategy and programme design**



**Sustainability reporting**



**Sustainable development**



**Storytelling and content**

At Tomorrow Inc, we help businesses uncover new growth opportunities through positive social and environmental activity. If you want to better leverage the good you're already doing or build it into your business strategy in an authentic way, let's talk.



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