

# Impact Assessment Action Plan

- 1 Engage your employees to enable buy-in and a sense of ownership from the beginning – instigate a whole company dialogue and keep employees informed throughout the process.
- 2 Identify who will drive the assessment & who will support the process.
- 3 Identify your priorities as a business and consider the full breadth of ‘sustainability’ - people, planet, profit. All areas are interconnected but each requires separate attention – this makes it more manageable to ensure meaningful action.
- 4 Agree how and where assessment information/progress will be logged – important to create a single source of truth for ease of tracking.
- 5 Carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis to identify strengths you can draw on and potential threats/weaknesses that could pose a barrier.
- 6 Identify stakeholders and how you will communicate with/involve them – communication is essential for stakeholder buy-in.
- 7 Carry out benchmarking in the areas you want to focus on. This might include:

Planet	People	Profit
Carbon footprinting	Company culture	Governance
Waste management	Staff satisfaction	Stakeholder satisfaction
Suppliers	Pay equity	Procurement policy
	Social Value (TOMs)	

- 8 Identify priority areas for action and create action plan
- 9 Communicate benchmarking and action plan with relevant stakeholders – be transparent about the journey
- 10 Set up regular progress review – we’d recommend at least quarterly, with annual reporting and check-ins where necessary.

## Tools to help:

Carbon footprinting support: <https://www.planetmark.com>

SME support for moving to Net Zero: <https://businessclimatehub.org/uk/>

Measuring social value: <https://socialvalueportal.com>

Responsible business mapping: <https://www.bitc.org.uk/the-responsible-business-map/>

Register for the [Business Growth Hub's Journey to Net Zero programme and Resource Efficiency Team](#) for comprehensive guidance through addressing environmental sustainability.

## Remember:

Progress not perfection

Prioritise- you can't do everything at once

It takes a community to drive change-  
engage your stakeholders

Ask questions and seek support

Be prepared to invest time and money

