thevaluecircle

Developing our sustainability strategy as an SME

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SUPPORTER OF THE
TERRA CARTA
For Nature, People & Planet

thevaluecircle

Change makers
Value creators
Code breakers

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Signing up to the Terra Carta was one of our key steps towards a sustainable future as an SME. The Terra Carta encourages a voluntary framework for organisations to accelerate along their respective transition journeys. The next step for us was to turn the framework into action.

We developed a sustanability strategy tailored to our organisation. The strategy enables us to recognise the work we have already been doing, and to plan clear deliverables and action against the charter. By producing a sustainability strategy, we will become more conscious of our actions. Our strategy is a catalyst for delivering action in the areas we have most influence and supporting our commercial goals.

This infographic shows our process to building our sustainability strategy in response to the Terra Carta. Year one sets our ambition, builds practices, and establishes baselines. This supports the development of delivery plans and allows us to start strategically thinking about sustainability.

Our model for SMEs

At thevaluecircle, we are about the practical stuff that makes the change, leaving clients with the skills and tools they need. Our sustainability strategy intends to build ambitious yet practical actions for a company of our size. We used a framework to collate our teams' ideas and clearly articulate our strategic response to the charter. This allows us to establish our objectives relating to each article and plan out priorities and actions for the coming year. We use this practical approach to deliver in the real world and accelerate change.

We believe that now more than ever, businesses of all sizes should be conscious of their sustainability contributions and impacts on nature, people and planet. With six million SMEs in the UK in 2020, making up 99% of all businesses, a collective change in thinking from the sum of these could create significant progress to the recovery plan to 2030.

As an SME we are not experts on sustainability, however we believe in the need for our business' contribution to a sustainable future. We hope by sharing how we have developed our own actions, we can support other SMEs who are following a similar journey and wish to begin responding to the charter to accelerate change.

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Context

We looked to understand our current context. What is our business model? What have we already been doing in these areas? Do we have an existing strategy? What does our business offer that allows it to respond to the charter in a specialised way?

We sought ideas and engagement with our team to establish why we are developing our strategy, what actions our team has already been taking, and what our strengths could be.

Objectives

The Terra Carta provides the framework. We built objectives against the ten articles in the Terra Carta based on how our business can respond and on our business' sustainability issues.

We set strategic objectives that are ambitious yet achievable for our business.

Delivery Plans

Our objectives give us clear areas to deliver against, allowing our business to establish actions for the coming year. The infographic provides an oversight of our key actions in year one to build our strategy. As our sustainability strategy matures and embeds into our business model during year one, we will develop the framework further. This will enable us to embed our sustainability strategy and introduce timescales, measurements, accountabilities, and financial commitments longer term. This will allow us to track and assure ourselves on progress against our roadmap to 2030.

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First year priorities to build a successful sustainability strategy to roadmap to 2030

As an SME, our smaller social base enables us to be agile and mobilise quicker action. We recognise the value a social foundation adds to the success of our strategy. Bringing our people on board and engaging with their ideas will catalyse progress.

Year one will establish a baseline to measure success and progress against, enabling us to hold ourselves accountable and become conscious of the actions we have already been taking.

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Terra Carta Article	Strategic Objective What is your business's objective in relation to the Terra Carta Article? What can you do in this area? What would your business like to achieve?	Priorities and actions for 2021/22 What are you already doing in this area? Establish what your priorities and actions will be in response to your objective this year.
1. Create Sustainable Industries		
2. Default Sustainable		
3. The Power of Consumers		
4. Accelerate & Align Industry Roadmaps		
5. Game Changers and Barriers		
6. Sustainable Investing at Scale		
7. Nature, the True Engine of Our Economy		
8. Create Market Incentives		
9. Adopt Common Metrics and Standards		
10. Catalyze Science, Technology and Innovation		