



How to Develop a Sustainability Plan

Define Your Values

- Establish your bakery's values and priorities to guide the development of your sustainability plan.
- Bakeries with well-defined values are often most successful in implementing their plans.

Assess Current Practices

- Develop an inventory of current practices and quantify greenhouse gas (GHG) emissions.
- Use tools like the EPA's [Simplified Guide to GHG Management for Organizations](#). This resource provides a Simplified GHG Emissions Calculator and Inventory Management Plan tailored for small businesses.

Set Goals and Targets

- Define measurable sustainability goals in key areas such as sourcing sustainable ingredients, reducing food waste, and improving packaging.
- Integrate these goals into your business plan with data collection and tracking procedures.

Build a Culture of Sustainability

- Integrate sustainability into employee training.
- Share goals and celebrate achievements to boost morale and foster a sense of collective responsibility.

Monitor and Adjust

- Regularly review progress, gather employee and customer feedback, and refine your approach to meet or exceed your targets.

Share Your Sustainability Journey

- Communicate your efforts through social media, newsletters, or in-store displays to build customer loyalty, enhance your reputation, and attract new customers.

References

United States Environmental Protection Agency Center for Corporate Climate Leadership. (2024, April). *Simplified guide to greenhouse gas management for organizations*. https://www.epa.gov/system/files/documents/2022-09/Simplified_Guide_GHG_Management_Organizations.pdf