

Social Sustainability Planning Tool

Big Idea: What is your desired outcome?

Scope & Logic

What, why, who, when, and where?

Resources

What resources do you have?

What resources do you need?

Goals & Milestones (with a time frame)

What is your main goal?

What milestones will you celebrate?

Key Metrics (measurable outputs)

What will success look like?

Communication Strategy

Who is your audience for your social sustainability story?

What is the format (paper, presentation, talk) you plan to use?

What questions should you be prepared for?

Strategy Statement (If... then...)

What is your elevator pitch?