Prioritizing THESIS Results for Action

THESIS™
BY THE SUSTAINABILITY CONSORTIUM

A CHECKLIST FOR BRANDS AND MANUFACTURERS

Creating sustainable products takes time. It is important to set ambitious SMART goals with tangible milestones that can be communicated to your retail customers, consumers, financial partners, and other stakeholders.

THESIS	NOTES

☐ **1.** Have you reviewed the *Peer Ranking and Benchmarking* for each KPI result to determine if you are leading, lagging, or onpar with your peers per retail customer and industry wide?

☐ **2.** Have you reviewed each KPI in *Published Analytics* to gauge specific actions being taken by your peers (e.g., % recycled material being used in product or packaging)?

☐ **3.** Can performance results/actions for improvement be clustered into:
    ☐ a. broader impacts (e.g., climate, ecosystems, people, waste)
    ☐ b. supply chain stages (e.g., sourcing, production, company-level, use phase, end-of-life)
    ☐ c. hotspot occurrence (i.e., hotspots that occur across multiple categories)

☐ **4.** Can a certification effectively address the hotspot?

Sources: THESIS Scorecard, Published Analytics, Sustainability Snapshot, Supply Chain Diagram, KPIGuidance, as well as the downloadable PDF version of your THESIS assessment(s)

INTERNAL	NOTE

☐ **1.** Will no action on this KPI result in a PR risk?

☐ **2.** Does no action on this KPI expose us to a supply chain disruption?

☐ **3.** Is this an attribute that is already seeing, or predicted to see, an increase in sales?

☐ **4.** Do our sourcing policies effectively address this hotspot?

☐ **5.** Does this KPI align with existing company goals?

☐ **6.** Do we have sufficient influence on our suppliers?

☐ **7.** Is leadership willing to invest or prioritize action on this hotspot?

Sources: Public relations, risk, marketing, sourcing/buying teams and sales analysts, as well as external consumer intelligence (e.g., Nielsen)

THESIS hotspot: Activities in the product life cycle that cause social or environmental impact

THESIS Key Performance Indicator (KPI): Measurement of progress against relevant hotspots

SMART goals: Specific, Measurable, Attainable, Relevant, and Timed-based

Need additional support? Contact help@sustainabilityconsortium.org