

## The corporate Sustainability Hive

Like a hive, sustainability is an organized architecture of elements that develops with order and **coherence**.

Start with the top cell, “Who do you choose to be,” and continue clockwise. Each cell will correspond to one of the subsequent worksheets. By following the instructions provided for each, you’ll be able to identify and put in writing the **foundational principles of your company’s sustainability** and the best way to communicate it.

Once you’ve completed the first round, you’ll already have collected a significant amount of “honey,” but the work will naturally not be finished. This process is a virtuous circle: revisiting it refines and enhances the value generated.

Each container inspires and radiates energy onto the others. Reflecting on how to make your organization increasingly attractive and desirable today, attracting the best talent while simultaneously doing good for the environment, **makes you happy—and it’s contagious**.

Good luck!



# WHO YOU CHOOSE TO BE



At the end, write a presentation of your company that combines the key principles. Divide the presentation into three sections: **WHO YOU ARE NOW**, **WHERE YOU WANT TO GO** and **HOW YOU PLAN TO GET THERE**.

Take a sheet of paper and answer the questions below.  
Write without overthinking, jot down the ideas that come to mind.  
Writing is a way to think through and organize ideas concretely.  
**Focus on who you are;** you'll think about what you do in the next section.

- What are your **Vision** and **Mission**? Why do you exist?
- What are your **values**? What do you believe in?
- What field do you work in? What is your **business**?
- How do you **involve** people in what you do to fulfill your company mission?

Now, summarize the **key principles** that emerged and describe who your company is and how you want it to be. Use a maximum of **three words** for each key principle.

⬡ _____	⬡ _____
⬡ _____	⬡ _____
⬡ _____	⬡ _____
⬡ _____	⬡ _____
⬡ _____	⬡ _____
⬡ _____	⬡ _____
⬡ _____	⬡ _____

**WHO YOU ARE NOW**

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**WHAT YOU WANT TO BECOME IN 3 YEARS**

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**HOW YOU PLAN TO ACHIEVE IT**

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# WHAT YOU CHOOSE TO DO



As before, use a blank sheet of paper to answer the following four points with freedom. Then summarize the essence of your thoughts into concise statements here below.

## WHAT DO YOU DO AND WANT TO CONTINUE DOING?

Four horizontal lines for writing answers to the first question.

## WHAT DO YOU DO AND WANT TO IMPROVE?

Four horizontal lines for writing answers to the second question.

## WHAT DO YOU DO AND WANT TO STOP DOING?

Four horizontal lines for writing answers to the third question.

## WHAT DON'T YOU DO BUT WANT TO START DOING?

Four horizontal lines for writing answers to the fourth question.



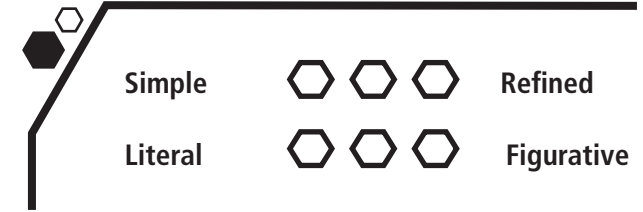
# HOW YOU CHOOSE TO COMMUNICATE



What is your tone of voice? Position yourself along the line. What is your linguistic register?.



What is your language register?



Have you made communication errors? Have you always had a style consistent with the company's identity? Write down what you'd keep and what you'd change about your past communication style.

WHAT WOULD YOU KEEP?	WHAT WOULD YOU CHANGE AND HOW?
1	1
2	2
3	3



 **PRODUCTS**  
 **SERVICES**  
 **PROCESSES**



**REFLECT ON WHAT YOUR COMPANY OFFERS IN THE CONCRETE MARKET**

Print multiple copies of this card (at least one per theme).  
Review every product, service and process that is important to your business and on which you want to work in a sustainable way.

(Bar the cell of the topic you are considering.)

PRODUCTS / SERVICE / PROCESSES	ELEMENTS ALREADY SUSTAINABLE	SUSTAINABILITY GAPS	FIRST ACTIVITY TO IMPROVE



# STAKEHOLDER ENGAGEMENT



## MAP OF STAKEHOLDERS

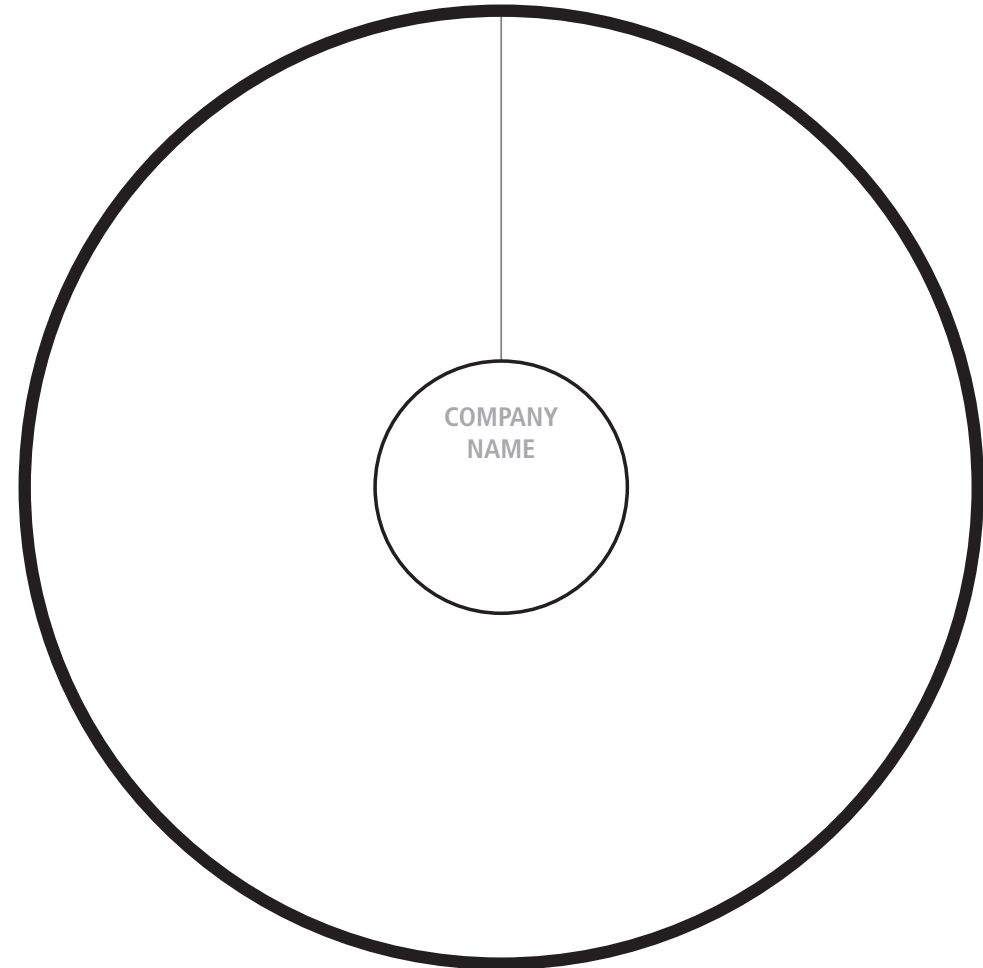
◻ PRESENT ◻ FUTURE

On the side you will find a base to make a pie chart. Insert in the center the name of your company, then start to enter all stakeholders towards it.

Start from the nearest (inside) and move to the most external (customers, suppliers, etc.). Give them a slice of pie that's proportional to their actual importance to your business.

Then, write out the key messages you want to convey about your sustainability projects.

The path to sustainability will bring new key stakeholders into play in the future. Repeat the exercise, printing out another copy of this card, and think about what your stakeholders would be in 3 years.



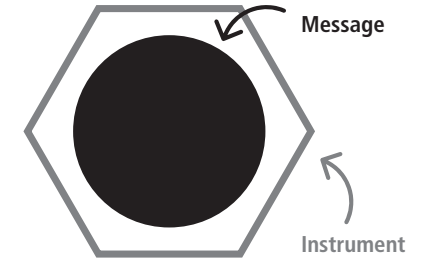


# EXTERNAL COMMUNICATION



**Remember that tools are just containers.**

What really matters is the message they convey and it is important to adapt it according to the channel and instrument.



## SUMMARIZE YOUR MOST IMPORTANT MESSAGE

You can't communicate everything. You have to start with something relevant and memorable for people. What is the main message you want to convey? What is the main initiative, symbol of your commitment to social and environmental sustainability? Summarize it in these lines.

Handwriting area with a decorative top-left corner and horizontal lines for text.

Rank the communication channels/tools you plan to use and jot down who to contact or what actions to take to spread your message

Form for ranking communication channels. It includes categories: Website, Social networks, Podcasts, Press, Live events, and Other, each with a hexagonal icon and a line for notes.

# YOU'VE COLLECTED A LOT OF HONEY, CONGRATULATIONS!

The work does not end here.

Now you have to put into practice what you have produced from this self-analysis.

Start by sharing the work you've done and the messages you've put on paper with other people within your organization who can help you spread, evolve and give substance to the issues that have emerged. And remember, sustainability is a self-sustaining virtuous circle.

So don't stop. Periodically walk through the six cells of the Sustainability Hive, refine your messages and set new, amazing goals!



**WHO YOU CHOOSE TO BE**

**WHAT YOU CHOOSE TO DO**

**HOW I CHOOSE TO COMMUNICATE**

**PRODUCTS - SERVICES - PROCESSES**

**STAKEHOLDER ENGAGEMENT**

**EXTERNAL COMMUNICATION**

