



For the life
you're after

**Rate your
business**

Here's how to rate your business

On your own or with your team:

01

→ Select each topic and ask what this might mean for your business.

02

→ Review the options, select one and give yourself an A, B, C or D rating

03

→ Count up the A's, B's, C's or D's.

04

→ Rate your organisation as D; Beginner, C: Developing, B: Mature, A: Leading

→ If a topic is not relevant to your business, or you're not sure leave it blank.



Sustainable management (Governance)

Topic	Ask yourself	Beginning (D)	Developing (C)	Mature (B)	Leader (A)	INSERT SCORE
1. Getting organised	How are we organised to oversee and guide sustainability efforts?	Little or no structure related to manage sustainability.	Initial organising structure in place, such as assigning responsibility to a key individual or team.	Strong governance structure, including a sustainability or green team or dedicated leadership role, guiding sustainability efforts across the business.	Sustainability is embedded into the business management, with owner or board where appropriate level oversight. Regular reporting on sustainability performance.	
	Are sustainability responsibilities clearly defined?					
2. Sustainability strategy	Do we have a formal sustainability Strategy?	No formal sustainability statement or policy in place.	Basic sustainability statement or policy drafted, outlining initial goals and commitments.	Comprehensive sustainability statement or policy established, guiding decision-making and operations across the business.	Advanced sustainability statement or policy in place, regularly updated and aligned with industry best practices, driving continuous improvement and innovation.	
	Is it comprehensive, guiding our practices, and is updated regularly?					
3. Data privacy & cybersecurity	How secure is our data?	Minimal attention to data privacy and cybersecurity risks.	Basic data protection measures, such as passwords and antivirus software.	Comprehensive cybersecurity and data privacy policies, including regular updates and training.	Leading-edge cybersecurity practices, with strong data privacy measures, encryption, and proactive risk management.	
	Are we taking sufficient steps to protect against cybersecurity threats and ensure data privacy?					

Our operations (environment)

Topic	Ask yourself	Beginning (D)	Developing (C)	Mature (B)	Leader (A)	INSERT SCORE
3. Fuel and energy	How are we addressing fuel use and energy efficiency?	Minimal focus on energy efficiency, gas, diesel or electricity use in our facilities and vehicles, with high energy consumption.	Basic energy-saving practices like LED lighting and turning off equipment. Conduct annual energy audits. Reducing fuel usage. Switching providers to renewables.	Energy-efficient operations, with investments in energy-saving technologies, reducing/switching fuels, behavioural change, replacing appliances and practices.	Renewable energy generation and advanced energy management. Eliminating diesel and gas from facilities and vehicles.	
	Are we reducing consumption and exploring renewable options?					
4. Waste	How effectively are we managing waste?	No segregation of waste. Limited waste reduction efforts, primarily focused on compliance.	Some waste reduction initiatives, such as recycling or reducing packaging.	Comprehensive waste management approach in place, focusing on reduction, reuse, and recycling.	Zero-waste to landfill achieved, advanced waste reduction, circular economy and resource recovery initiatives.	
	Do we have reduction, recycling, and reuse practices in place?	sufficient steps to protect against cybersecurity threats and ensure data privacy?				

Our operations (environment)

Topic	Ask yourself	Beginning (D)	Developing (C)	Mature (B)	Leader (A)	INSERT SCORE
5. Water	<p>How effectively are we managing water resources?</p> <p>Are we reducing water consumption and improving efficiency?</p>	Little to no attention to water use or conservation.	Some water conservation practices, like fixing leaks or using water saving devices.	Comprehensive water management plan in place, focused on reducing water consumption and improving efficiency.	Leadership in water stewardship, with innovative water-saving initiatives and active engagement with stakeholders to address water challenges.	
6. Packaging	<p>How sustainable is our packaging?</p> <p>Are we reducing packaging waste and using eco-friendly materials?</p>	No specific focus on sustainable packaging options.	Initial efforts to reduce packaging waste, such as changing product design, using recycled or recyclable materials.	Comprehensive packaging strategy in place, with a focus on reducing, reusing, and recycling packaging materials	Leadership in sustainable packaging, using innovative materials and designs that eliminate waste and minimise environmental impact.	
7. Purchasing	<p>How sustainable are our purchasing decisions?</p> <p>Are we considering the environmental and social impact of our suppliers?</p>	Little to no consideration for sustainability in purchasing decisions.	Some sustainable purchasing practices, like choosing eco-friendly suppliers. Have a supplier code of conduct.	A robust purchasing policy that prioritises suppliers with strong environmental and social (human rights) credentials.	Promotes sustainability with suppliers with strong partnerships to promote, driving industry change.	
8. Freight and logistics	<p>Are we optimising freight and logistics to reduce emissions and improve efficiency?</p> <p>Are we exploring sustainable logistics options / providers?</p>	No specific focus on reducing freight & logistics emissions; still using highly emitting vehicles.	Initial steps taken, such as optimising routes, using fuel-efficient vehicles or changing providers.	Comprehensive freight and logistics strategy in place, including use of low-emission vehicles (EVs), providers, and logistics optimisation.	Leading in sustainable logistics, using electric vehicles, alternative fuels (HVO), sustainable aviation fuels (SAF) cutting-edge logistics technology, or sustainable suppliers.	
9. Carbon emissions	<p>Are we measuring and reducing our carbon emissions?</p>	No idea what our carbon emissions are. No measurement or reduction efforts related to carbon emissions.	Carbon emissions footprint is known. Initial emissions reduction efforts, simple actions like reducing travel, energy efficiency, or switching to greener energy.	Full carbon emissions footprint is known, measured annually and clear goals for reduction. Initiatives in place to reduce emissions. Emissions target set.	Actively driving towards net-zero carbon emissions, and engaging stakeholders to reduce carbon.	

Our operations (environment)

Topic	Ask yourself	Beginning (D)	Developing (C)	Mature (B)	Leader (A)	INSERT SCORE
10. Pollution	How are we managing pollution (including chemicals & wastewater) in our operations?	Little to no focus on reducing pollution or managing harmful chemicals.	Initial steps taken to reduce pollution, such as proper disposal of hazardous waste.	Comprehensive management of pollution, with efforts to reduce or eliminate harmful substances.	Leadership in pollution prevention, using green chemistry, non-toxic materials, and influencing industry standards on chemical.	
	Are we reducing or eliminating harmful substances?					
11. Sustainable products and services	How well are we addressing customer sustainability needs with our products and services?	Limited consideration of environment or nature impacts in product or service design or meeting customer needs.	Some sustainable products / services offered, with basic efforts to meet growing customer demand for sustainability.	Environmental impacts are embedded into product/service development.	Leading in sustainable product/service innovation, setting trends in the market and fully integrating customer feedback into sustainable offerings.	
	Are we developing and promoting sustainable products?			Regular engagement with customers to understand and meet their sustainability needs.		

Our people & communities (social)

Topic	Ask yourself	Beginning (D)	Developing (C)	Mature (B)	Leader (A)	INSERT SCORE
13. Health and safety	How proactive are we in ensuring the health and safety of our employees and stakeholders?	Basic compliance with health and safety regulations, with minimal proactive measures.	Initial steps to improve health and safety, including risk assessments and minimum employee training.	Health and safety practices are embedded in daily operations, with regular training and audits.	Industry-leading health and safety practices, with a culture of safety that is proactive and preventative.	
14. Working environment (own team)	How proactive are we in improving working conditions and promoting a positive work environment for our team?	Basic compliance with labour laws and regulations, with limited focus on improving working conditions.	Initial steps taken to improve working conditions, such as providing better facilities, practices and ensuring fair wages.	Working conditions are a priority, with regular assessments and improvements based on employee feedback.	Industry-leading working conditions, offering comprehensive benefits, and high employee satisfaction and retention.	
15. Community engagement	How involved are we in our local community's sustainability efforts? Are we contributing positively to local initiatives?	Minimal or no engagement with the local community on sustainability issues.	Some involvement in local sustainability initiatives or charitable activities.	Active participation in community sustainability efforts, including partnerships with local organisations.	Leadership in community sustainability, with initiatives that create and measure significant positive impacts locally and beyond.	

Ratings

Count up how many A's, B's, C's and D's there are:

- **Mainly A's = Leader**
- **Mainly B's = Mature**
- **Mainly C's = Developing**
- **Mainly D's = Beginning**

#A's	#B's	#C's	#D's
<hr/>			
NUMBER #			
<hr/>			

If equal scores pick the higher rating e.g. if C and D are equal, pick C

Rating Levels

Level	Rating	Description
Leading	A	Businesses at this level are industry leaders. Your efforts are comprehensive, integrated into the business, and regularly updated to stay ahead of industry standards. You influence others in the industry to progress sustainability outside your organisation.
Mature	B	Businesses at this level have actions as a core part of their operations. Actions and practices are embedded in your business plans, and the business regularly measures, reports, and improves its sustainability performance.
Developing	C	Businesses at this level have initiated actions and have begun integrating practices into their operations. There are proactive efforts. There is an outline plan.
Beginning	D	Businesses at this level are just starting. You may have limited awareness of actions in place. Your efforts may be inconsistent across the topics, or still in the early stages of development. The business is compliant with related regulations.



→ aibni.co.uk/steps-to-sustainability

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