

MEASURE, ANALYZE, AND REPORT

You've implemented your plan, managed the changes across your organization, and are seeing results. End of story? In a word, no.

Improving the environmental performance of imaging and printing is an ongoing effort. The bar will continually rise as your department—or company—builds on its efforts. External stakeholders, nongovernmental organizations, and customers may also monitor progress and push for change. As employees see progress, interest will grow, sparking more ideas and greater commitment.

Communicating your sustainability efforts is also important. Transparent reporting of your success builds excitement internally and showcases your environmental leadership with customers and shareholders.

You should continually review results and make refinements to your action plan. Consider the following best practices:

- Regularly measure results against your baseline.** Don't hesitate to make changes based on what's working and what's been slow to show results.
- Identify new opportunities for improvements and advancements.** No matter how well you assess your organization, you won't be able to spot all opportunities. As your plan unfolds, look for new ideas to explore and act on.
- Seek out and address all feedback.** Establish an open forum for discussion of the changes and new ideas. Users have a great perspective on how things can be improved. Consider using online feedback forms, surveys, or brown bag lunches as tactics.
- Refine plans as needed to reach goals.** It's unlikely that all aspects of your action plan will work as anticipated. Look for unexpected outcomes, listen for new ideas, and don't be afraid to make adjustments. Be sure any changes map to your goals, follow your plan's framework, and are communicated appropriately.
- Celebrate successes early and often.** People want to know that the changes they've made are working. Celebrating early wins gives your plan credibility, builds interest, shows progress, and motivates continued adoption of even larger, more strategic environmental initiatives.
- Identify opportunities to support corporate social responsibility (CSR) reporting.** CSR reports are becoming common as companies look to tell their story and satisfy stakeholders. Make sure your story includes the environmental and business benefits achieved as a result of your sustainable IT practices. And, of course, work with a vendor, like HP, that will track information you can use in your reporting.

You'll know this measurement and revision stage is complete when you have:

- ✓ Actually, this stage is never complete. Be sure to measure, analyze, and refine your action plan regularly.