



The Sustainability Journey Quiz

Where does your business stand on sustainability – and what's your next move?

Brought to you by The Ecoefficiency Group, this self-assessment tool is designed to help Australian businesses understand where they currently stand on their sustainability journey and what steps to take next.

Whether you're just getting started or already making strides in eco-efficiency, this quiz will give you insight into your current strengths, gaps and opportunities for impact.

How to Use This Quiz

- ✱ **Answer each question honestly** based on your current business practices.
- ✱ **Tally your A, B and C responses** at the end to reveal your stage in the 5-step journey.
- ✱ **Discover where you stand and what opportunities you're missing** based on your score.
- ✱ **Use the results to plan your next action steps** (or let us help you map it out).

1. Leadership & Commitment

Do senior managers actively support sustainability and provide the resources to make it happen?

- A:** **Yes** — We have a formal sustainability policy, visible leadership support and a Green Team.
B: **Somewhat** — There's interest but no formal structure or long-term commitment yet.
C: **Not yet** — Sustainability hasn't been formally addressed or prioritised.

INSIGHT Commitment is the foundation. Without leadership support and resourcing, sustainability efforts often stall.

2. Internal Operations

Have you conducted any recent assessments of your energy, water and waste usage?

- A:** **Yes** — We have a baseline and track usage regularly to inform improvements.
B: **Somewhat** — We've done reviews but not systematically or recently.
C: **No** — We haven't formally assessed our operations yet.

INSIGHT You can't manage what you don't measure. A baseline audit reveals cost-saving and efficiency opportunities.

3. Resource Efficiency in Practice

Have you implemented eco-efficiency upgrades like LEDs, solar or smart water systems?

- A:** **Yes** — We've implemented multiple upgrades with positive ROI.
B: **Some** — We're considering changes or have done a few.
C: **Not yet** — We haven't taken any major steps.

INSIGHT Small changes often result in big savings. Many upgrades pay for themselves in 2–5 years.

4. Supply Chain Sustainability

Are sustainability and circular economy principles part of your supplier selection and engagement process?

- A:** **Yes** — We evaluate and collaborate with suppliers on sustainability.
- B:** **Somewhat** — We've started asking questions but there's no consistent framework.
- C:** **Not yet** — Our supply chain hasn't been assessed.

INSIGHT Ignoring your supply chain increases risk. Bringing suppliers into your sustainability strategy can improve compliance, reduce costs and create innovation opportunities.

5. Innovation & Value Creation

Do you innovate for sustainability? Are you creating value for customers through sustainable practices?

- A:** **Yes** — We engage teams across the business to innovate and communicate sustainability.
- B:** **Somewhat** — We have ideas and are exploring opportunities.
- C:** **Not yet** — We haven't considered this as a value driver.

INSIGHT Sustainability adds brand value. Customers increasingly prefer businesses that align with their values.

6. Market Positioning & Visibility

Do you actively promote your sustainability achievements to your customers, community or industry?

- A:** **Yes** — We showcase our actions through reports, marketing and public channels.
- B:** **Somewhat** — It's mentioned occasionally but not part of our brand story.
- C:** **No** — We keep our actions internal.

INSIGHT Your sustainability efforts are a competitive advantage – but only if your customers know about them. Sharing your progress builds credibility and leadership.

7. Climate Reporting & Compliance

Do you have climate reporting obligations or ESG targets, and are you addressing them?

- A:** **Yes** — We report annually and are aligned with current requirements.
- B:** **We're preparing** — We know it's coming and are starting to plan.
- C:** **No** — We don't know our obligations or haven't started.

INSIGHT New climate reporting standards are emerging. Early action helps avoid future compliance risks.

8. Community & Staff Engagement

Do you empower your team and community through sustainability initiatives?

- A:** **Yes** — Staff are involved and supported to participate in local sustainability causes.
- B:** **Some** — We support causes informally or on a one-off basis.
- C:** **Not yet** — We don't currently engage in this space.

INSIGHT Businesses are community leaders. Engaging locally builds goodwill and drives internal engagement.



You're already leading with clarity, confidence and real results.

Sustainability is embedded across your business, and you're likely influencing others along the way. Your next opportunity? Innovation, storytelling and sector-wide leadership.



You're on the right track.

You've taken meaningful steps, but now it's time to bring strategy, structure and visibility to the next stage. With the right support, your business could unlock even more value, impact and credibility.



You're just getting started—and that's a great place to be.

With foundational support and the right roadmap, you can turn good intentions into measurable, long-term outcomes. Start small, stay consistent and build momentum.

Want a **tailored** action plan?

Book a free Business Sustainability Review with our team.
You'll walk away with:

- ✿ A customised Sustainability Action Plan based on your quiz responses
- ✿ Clear, step-by-step advice on how to move forward
- ✿ Advice on funding or subsidies that may apply to your business



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