



# Sustainable Brands Collaboratory

## Initiative Design Brief Guidelines

Use these questions as guidelines to build an effective Initiative Design Brief

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The Sustainable Brands Collaboratory is a community collaboration platform with a commitment to impactful change and a bias for action. Initiative proposals will be vetted against their alignment with Sustainable Brands' three key high-level areas of inquiry/impact, as well as against the likelihood of a concrete outcome or deliverable that can serve to move our community agenda forward. In order to be approved for presentation to the broader SB membership for consideration and possible support, initiative proposals should include the following information:

1. Initial Problem Statement:
  - What problem is this initiative trying to solve?
2. Initiative Goal, Objectives and Deliverables:
  - What is the goal of the initiative? How will achievement of the initiative solve or help solve this problem?
  - What specific objectives or deliverables can be defined against this goal that can be accomplished within a 12 month timeframe?
  - Are there specific steps towards reaching the goal that you can already identify, or will these steps need to be worked out as part of the initiative work stream?
3. Stakeholder Engagement:
  - Who are the stakeholders of this initiative, and which of them need to be represented at the table?
4. Value Proposition:
  - How would you define the value of this initiative and its specific 12 month deliverables to each stakeholder?
5. Resources:
  - What support/resources other than administrative support do you anticipate needing to enable the success of your initiative (e.g. expert facilitation, research, etc.)?
  - (See the related program document *Sustainable Brands Collaboratory Program* for preliminary assumptions about necessary structure and budget.)
6. Support and/or Commitment:
  - Who is currently committed to supporting this initiative (if anyone) and what form of support has been committed?