Plan / template · ENV-PLN-002 · Version 1.1 · Approved by the ASF Expert Committee

Supports: 2C.2

At a glance

- Write the facility sustainability goals in plain words, one page maximum.
- Share them with all staff at induction and at least once a year.
- Post a plain-language notice for patients and visitors, in the languages the facility uses.
- Offer a simple way for staff and patients to suggest ideas.
- Record each communication.
- Stop and get help straight away if: the goals are only in an internal document, or staff cannot name one goal when asked.

1. Purpose

To make sure staff and patients know the facility sustainability goals in plain words, and can help reach them [E-006, EC].

2. Scope

Applies to	Chief executive, communications lead, facilities manager, all staff
Locations	Staff areas, waiting areas and the facility website at the facility
When	Goals reviewed yearly; communicated at induction and at least once a year
Does not apply to	Detailed programme actions, which stay in ENV-PLN-001

3. Definitions

Term	Meaning
Goal	A specific, measurable sustainability aim with a date
Plain language	Words a patient or new member of staff understands on first reading

4. Background

People can help a goal only if they know it. Criterion 2C.2 asks for goals to be communicated, not confined to a policy nobody outside management reads.

5. Responsibilities

Role	Responsibility	Competence
Chief executive	Approves the goals and the statement	Executive leadership
Communications lead	Writes the plain-language notice; keeps the record	Communication
Staff managers	Brief their teams	Induction and briefing

6. Materials and equipment

Item	Requirement	Condition
Plain-language goals statement	One page, approved by chief executive	Current
Patient and visitor notice (ENV-FRM-007)	Posted in waiting areas	Current, legible
Idea box or feedback route	Paper or online	Checked monthly

7. Safety

- Do not promise results the facility cannot measure.

8. Before you start

- Check the current goals match ENV-PLN-001.

9. Procedure

Step 1. Write the goals.

- Write up to five goals in plain words, each with a target and date.
- Check each goal against the programme and the review.

Key point: Plain words, with a number and a date, are what people remember.

Step 2. Tell staff.

- Brief all staff at induction and at least once a year.
- Ask each briefed group to name one goal. Record the result.

Key point: Asking staff to name a goal is the test that the message landed.

Step 3. Tell patients and visitors.

- Post the notice (ENV-FRM-007) in waiting and entrance areas.
- Make the statement available on request and on the facility website.

Key point: The notice must be understandable without reading the programme.

Step 4. Collect ideas.

- Provide a simple route for staff and patients to suggest ideas.
- Review ideas each quarter and record the decision.

Key point: Two-way communication keeps the goals alive.

Step 5. Record and update.

- Record each communication on ENV-REG-001.
- Update the goals when the review changes them, and tell people again.

Key point: Changed goals that are not communicated are the same as no goals.

10. Decision points

- If staff cannot name a goal in a briefing, the communications lead repeats the briefing within 30 days.

11. Special situations

Situation	Action

Patient with limited literacy or another language	Offer the notice in the language they use, or a verbal explanation.

12. Escalation

- Concerns about the accuracy of goals are reported to the chief executive.

13. Monitoring

Measure	Target	Frequency	Owner	If not met
Staff who can name one goal (sample)	At least 80% (EC)	Yearly	Communications lead	Re-brief
Notice posted and current in each entrance and waiting area	100%	Quarterly	Communications lead	Replace within 14 days
Ideas received and answered each quarter	100%	Quarterly	Communications lead	Escalate

14. Records

Record	Kept in	Retention
ENV-REG-001 Sustainability Communication Record	Communications file	the period set by the facility’s records policy years
ENV-FRM-007 Notice (current and superseded)	Communications file	the period set by the facility’s records policy years

15. Training

- Managers are briefed on how to explain the goals (EC).

16. Related documents

ID	Title	Use
ENV-FRM-007	Staff and Patient Sustainability Notice	Patient notice

ENV-REG-001	Sustainability Communication Record	Communication record
ENV-PLN-001	Environmental Sustainability Programme	Source of goals

17. Evidence

Reference	Note
E-006	ASF Policy Framework v1.2. Adapted.
E-009	ASF Expert Committee consensus. Notice wording and target languages to be agreed locally.

18. Change history

Version	Date	What changed	Approval
1.0	the date of approval	First version	Approved by the ASF Expert Committee
1.1	the date of approval	Internal quality review: corrected cross-references, status wording and document control	Approved by the ASF Expert Committee

E-learning for this document

- **Environmental Sustainability Standards for ASF Accreditation** (ENV-001)

References

- Accréditation Sans Frontières (2026). ASF Policy Framework v1.2. (E-006)
- Accréditation Sans Frontières (2026). ASF Expert Committee consensus on Standard 1. (E-009)

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> - **Standard 2: Governance and Safety Culture**

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