**Practice Education Plan**

To help build awareness across your practice team, ideally Sustainability should be discussed on a regular basis – firstly to introduce the concept and eventually to ensure that successes are celebrated in terms of your Practice Plan milestones being reached. Listed below are some suggested topics for practice team meetings to keep your practice sustainability journey alive over time:

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| 1 | What is sustainability, and why does it matter?  What does it mean to our practice and what are our key drivers? |
| 2 | Building our Practice Plan and appointing a Green Team specialist on staff.  Review Sustainpro online and discuss the individual steps |
| 3 | Which of our supplier partners are active in the sustainability space?  How do we leverage what they’re doing well in our patient communications? |
| 4 | Review current frame ranges to identify eco-friendly product materials.  Explore other frame brands that are aligned with our key drivers. |
| 5 | How do we communicate with our patients to enrol them in our journey?  What are the key messages that we would like to share with our patients? |
| 6 | Identify some local community causes that resonate with our key drivers.  What could we do to align more closely with local community bodies/causes? |
| 7 | What success have we had to date in relation to our Practice Plan goals?  How do we increase awareness around our successes and achievements? |