The MOST Framework

Many well-intentioned green initiatives jump to specific tasks (e.g. “We need more recycling bins!”) without first considering the broader purpose of their efforts, studying the situation, establishing goals, and identifying roles and responsibilities.

“MOST” stands for:
- **Mission** – what is the broader purpose of your green efforts and how is it tied to the core mission of your unit/college/campus?
- **Objectives** – how you will accomplish the mission, your main goals or areas of focus
- **Strategies** – the way you will meet your objectives, your implementation plan
- **Tasks** – specific assignments; who will do what by when

**Mission of Your Unit:**

**Green Mission:**

**Objectives:**

**Strategies:**

**Tasks:**

Remember to maximize your impact by making the MOST of your green initiatives. Link them to the core mission of your unit and to the biggest opportunities!