

Indiana CLEAN Community Challenge

Creating Your Quality of Life Plan

Mission Statement

A mission statement adopted through a resolution or executive order shows that managing environmental and community issues are a high priority for your community. Your mission statement should include a commitment to compliance with requirements and voluntary commitments; pollution prevention; continuous environmental improvement; and continual sharing of environmental decisions and performance information with the community. It is the heart of the quality of life plan and the framework for planning a sustainable community.

The mission statement does not have to be lengthy or wordy – it will be more effective at communicating your intent if it is kept precise and to the point. When putting the mission statement together, consider what your community is trying to achieve with your environmental, community, and business activities and how you will accomplish your goals.

Use the worksheet on the following page to help you and your environmental stakeholders create a mission statement that suits your community. Keep in mind that the statement will need to be adopted through an Executive Order or Resolution and should be periodically reviewed and improved.

Mission Statement Example:

The City/Town of *Example* is committed to preserving and protecting the beauty of our community through compliance with requirements and voluntary commitments; continual environmental improvement; pollution prevention; and promotion of energy and resource efficiency within our local government. *Example* will also strive for a better quality of life for our residents, municipal employees, and business partners by sharing environmental decisions and performance with the community; and fostering cooperation and awareness of environmental responsibility to government employees, local business and industry. In order to fulfill *Example's* environmental commitments, environmental objectives and targets will be established and periodically reviewed to ensure success; pollution prevention and community outreach projects will be implemented; and an environmental stakeholder group will be created to represent environmental, planning, governmental, business, and community interests.

Mission Statement Worksheet for *City/Town of Example*:

Step 1: Brainstorm a list of action words or very short phrases that reflect your local government's **continual** commitment to the environment, employees, and surrounding community and businesses.

- preserving and protecting the beauty of our community
- complying with requirements and voluntary commitments
- committing to pollution prevention
- continual environmental improvement
- sharing of environmental decisions and performance with the community, employees, and business partners
- fostering cooperation with local business and industry
- promoting energy and resource efficiency in local government
- providing a better quality of life for residents
- fostering awareness of environmental responsibility to employees and community

Step 2: Drawing on the list of words and phrases you have brainstormed above, put them together into a one or two sentence statement.

The *City/Town of Example* is committed to preserving and protecting the beauty of our community through compliance with requirements and voluntary commitments; continual environmental improvement; pollution prevention; and promotion of energy and resource efficiency within our local government. *Example* will also strive for a better quality of life for our residents by sharing environmental decisions and performance with the community, municipal employees, and business partners; and fostering cooperation and awareness of environmental responsibility to government employees, local business and industry.

Step 3: List objectives explaining how your local government will achieve the commitment(s) expressed in the statements above.

- Establish environmental objectives and targets that are periodically reviewed to ensure success
- Implementation of pollution prevention and community outreach projects
- Establish an environmental stakeholder group with representatives from environmental, governmental, business, and community groups

Step 4: Draw on the list you developed in Step 3 to put together a statement of how your local government will fulfill its environmental commitment(s).

In order to fulfill *Example's* environmental commitments, environmental objectives and targets will be established and periodically reviewed to ensure success; pollution prevention and community outreach projects will be implemented; and an environmental stakeholder group will be created to represent environmental, planning, governmental, business, and community interests.

Step 5: Combine the statements you developed in Steps 2 and 4 and fine tune them to make your complete mission statement.

Completed mission statement example found on previous page.

Worksheet: Creating a Mission Statement

Step 1

Think about what your local government wants to achieve through your mission statement. Brainstorm a list of action words or very short phrases that reflect your local government's **continual** commitment to the environment, employees, and surrounding community and businesses.

Step 2

Drawing on the list of words and phrases you have brainstormed above, put them together into a one or two sentence statement.

Step 3

List objectives explaining how your local government will achieve the commitment(s) expressed in the statements above.

Step 4

Draw on the list you developed in Step 3 to put together a statement of how your local government will fulfill its environmental commitment(s).

Step 5

Combine the statements you developed in Steps 2 and 4 and fine tune them to make your complete mission statement. Remember, your mission statement must include a commitment to compliance with requirements and voluntary commitments; pollution prevention; continuous environmental improvement; and continual sharing of environmental decisions and performance information with the community.