

## About The Lasting Difference® Symbol



An organisation which has achieved The Lasting Difference symbol shows that it is committed to the principles and practices of sustainability relating to systems, organisations and leadership.

Having The Lasting Difference symbol allows an organisation to demonstrate how they have applied the resources from The Lasting Difference into their activities or work. Examples may include that an organisation's strategy contains objectives relating to organisational sustainability; workplans may incorporate activities using some of The Lasting Difference or Lasting Leadership capabilities; or sustainability may form a key element of the organisation's governance agenda.

Organisations with The Lasting Difference symbol will be part of a community of practice, with facilitated peer support and an annual networking event to support sustainability practice.

Our main focus is on ensuring that organisations have considered how they can improve their sustainability practice and are committed to put plans into action with a timetable for implementation. It enables everyone they come into contact with, including funders and key partners, to see that they are committed to making a lasting difference. An organisation which can demonstrate it is committed to sustainability will provide confidence to its key stakeholders, both internal and external, that it is working to best practice in the field.

Applying to use The Lasting Difference symbol is simple and is managed by The Lasting Difference team.

Once approved, The Lasting Difference symbol can be used on an organisation's website, email signature or headed paper. It is valid for two years. It is designed to be displayed to the world to show commitment to organisational sustainability and raise awareness.

### **What kind of organisations can apply for The Lasting Difference symbol?**

Any non-profit organisation or social enterprise can apply for The Lasting Difference symbol, including public sector organisations.

We are more than happy to discuss your eligibility further, if required.

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## **What is the assessment process?**

We ask you to self-assess your practice against The Lasting Difference resources. The Lasting Difference is not a standard, therefore we do not expect anyone to have achieved a particular level, rather that you are committed to the principles and have put some plans in place that you can tell us (and anyone else who would like to know) about. We view sustainability practice as a journey, not a destination. We do not come out to 'inspect' your organisation, but as we are always interested to find out the many creative ways which The Lasting Difference and Lasting Leadership is being implemented, we may follow up to find out more about it. Many of our case studies have come directly from organisations' stories, and our work has developed by learning from people who are using the material. In the event that an organisation is not currently able to demonstrate their sustainability practice then we will get in touch and provide support and signposting on how this could be achieved.

## **What other benefits are there for our organisation?**

As 'sustainability champions' we offer all our symbol holders an opportunity to join a community of practice and to take part in an annual networking event where we facilitate a 'next steps' session on sustainability. Symbol holders will also receive priority, and mostly free, places at our own workshops. We will support our community of practice to provide each other with peer support on sustainability. As part of a group of people who are committed to sharing knowledge and learning we believe that this is a key way to collaborate and innovate new approaches.

## **How long will it take to find out if my application has been approved?**

We review applications once per quarter. Application deadline dates are the last day of June, September, December and March. Approval should take a maximum of 4 weeks after the deadline date, and in most cases much sooner.

## **How does the licence for the symbol work?**

The use of the symbol is confirmed by a signed licence agreement between The Lasting Difference and your organisation. No other paperwork is required.

## **Is there a fee?**

There is no fee to apply for the symbol.

Interested? Click on the link to download an application form

[The Lasting Difference Symbol Application Form](#)