



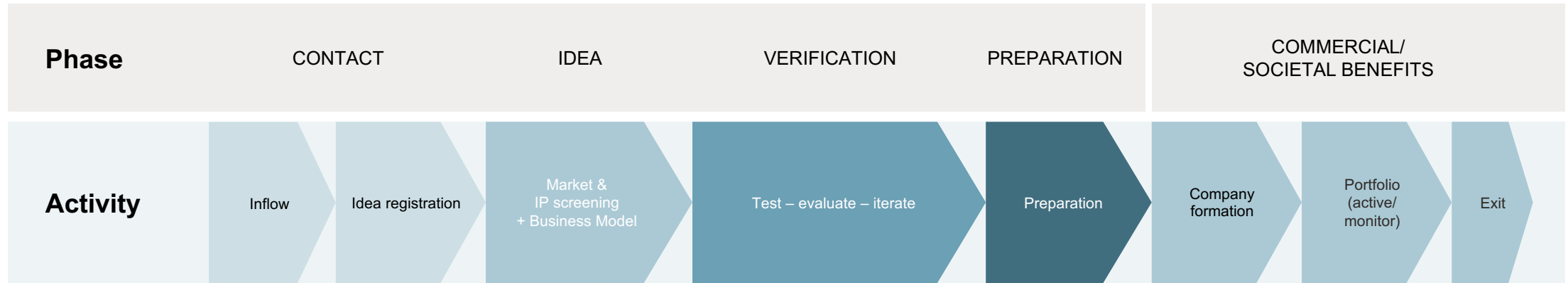
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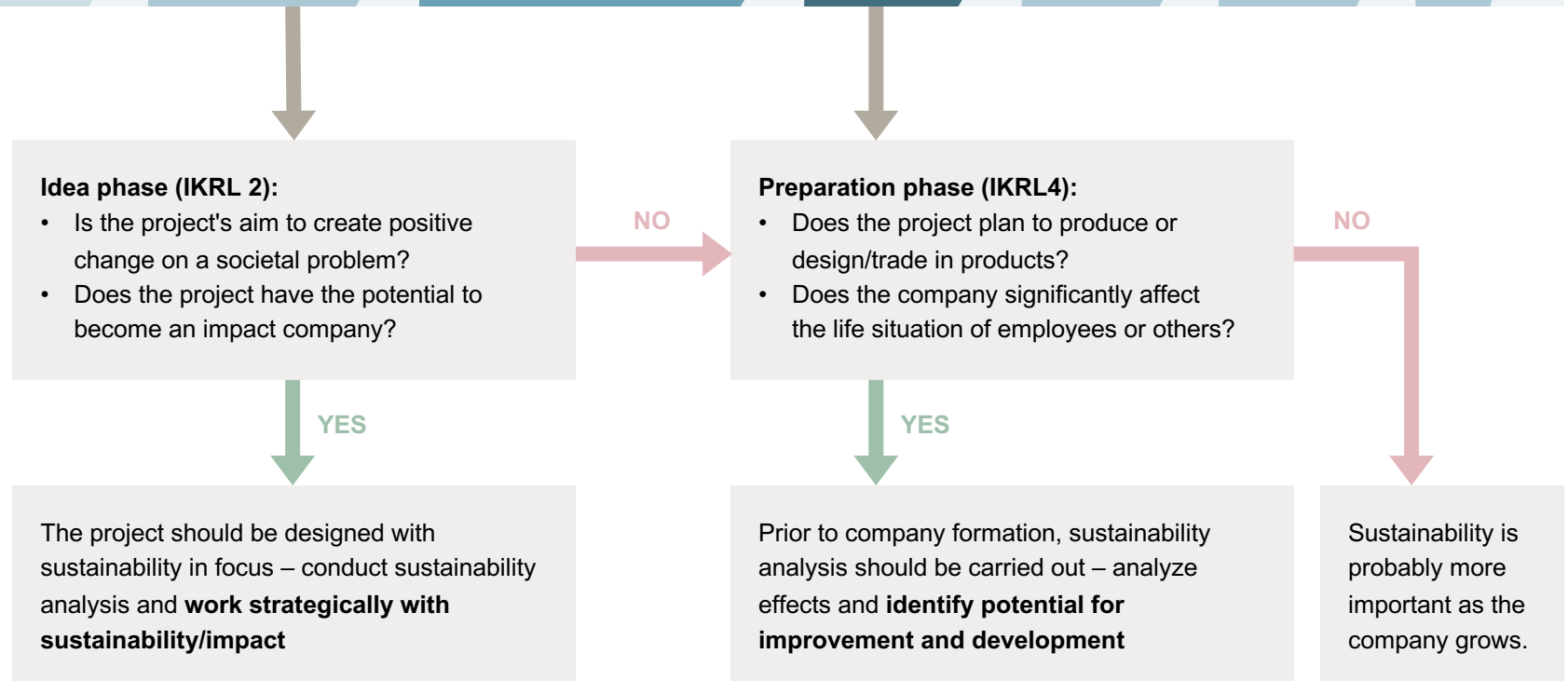
Strategic sustainability

A MODEL TO COACH COMPANIES, RESEARCHERS AND STUDENTS



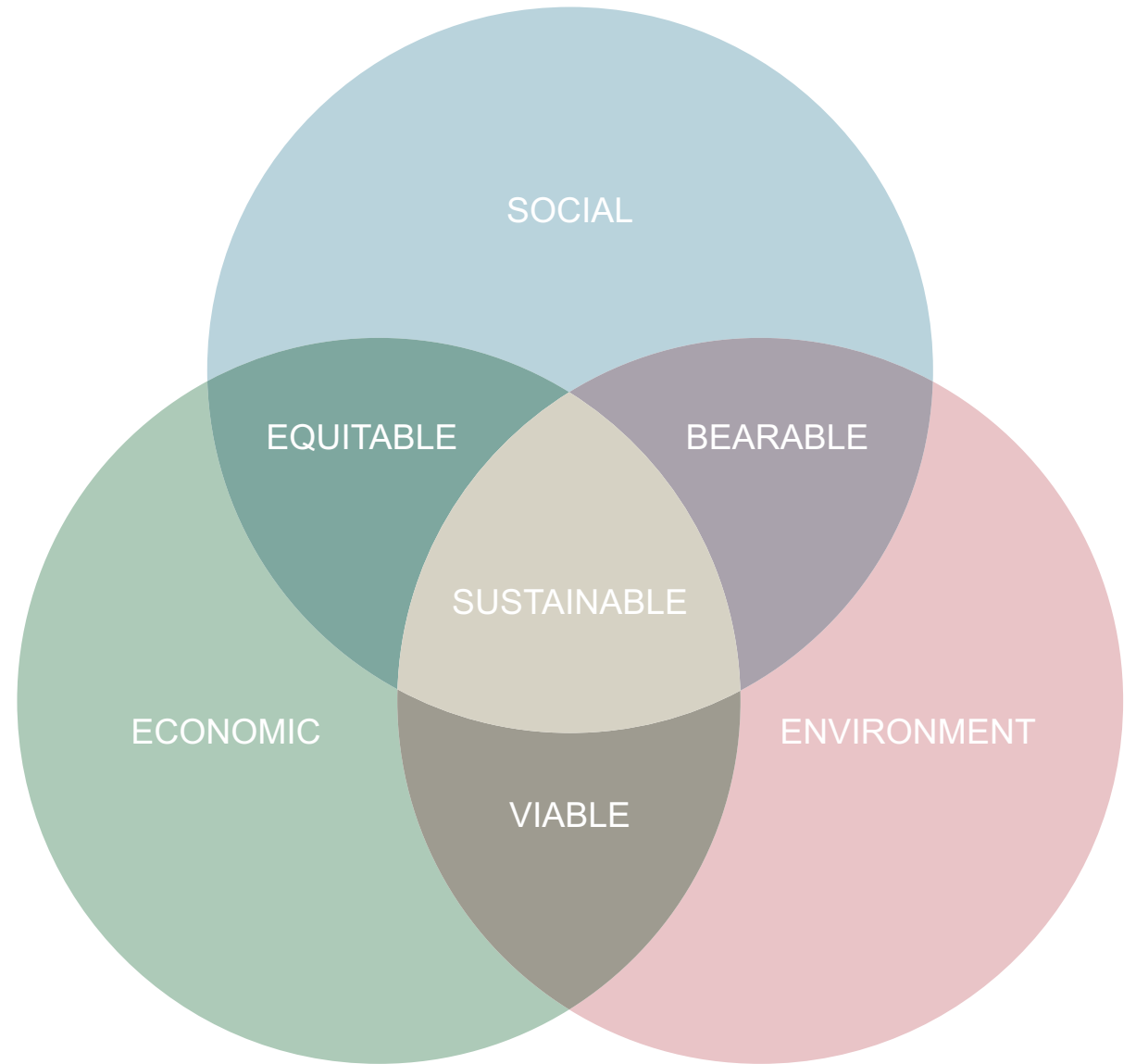


When in the development of the project is it relevant to perform a sustainability analysis?

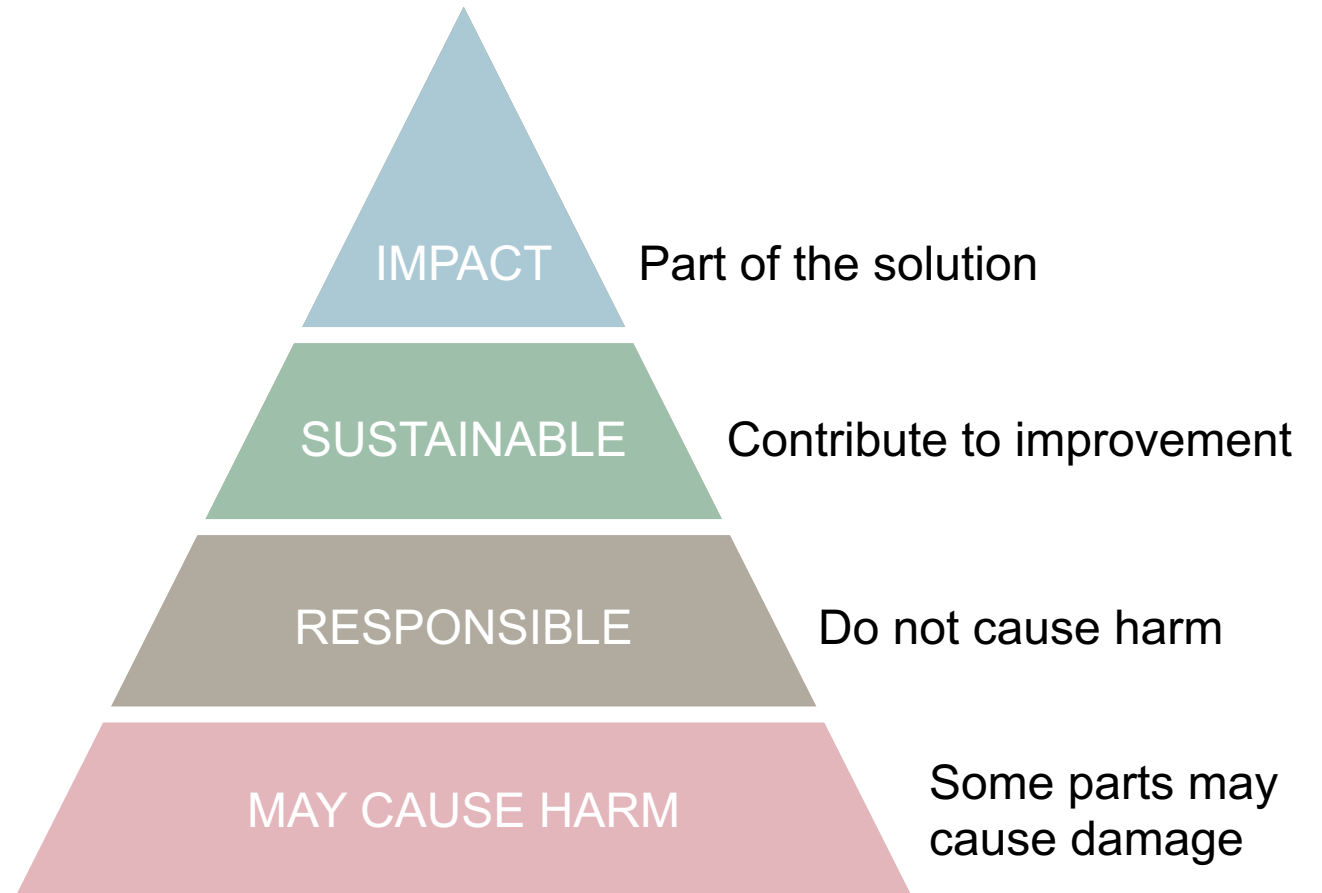


Sustainability analysis
Project/Company X

We work to create sustainable solutions for the future. All three aspects are important to develop sustainable and lasting companies.



Projects can be at different levels of sustainability. We work to ensure that all projects and future companies meet responsibly as the lowest level.



Main differences between projects at different levels of sustainability

MAY CAUSE HARM

MAY CAUSE HARM

Significant parts of the projects' economic activity may cause avoidable or unavoidable harm. The company makes no specific effort to minimize or avoid the harm.

RESPONSIBLE

ACTS TO AVOID HARM

Projects that act to minimize harm from their economic activity by following laws, regulations, ethical standards and other industry standards, but that do not go the extra length to create positive evolution.

SUSTAINABLE

POSITIVE EVOLUTION

Projects that act to create a positive evolution on the sustainability goals that are mainly affected by their economic activity.

IMPACT

SOLVES PROBLEM

The purpose of the project's economic activity is to create positive, measurable net effects on well defined problem for individuals, society and/or planet.

So,
what is
impact?

An impact company is a company that creates:

- Measurable, positive and significant net effects
- on priority problems for society and insufficiently met target groups and/or the planet
- which arises with intention
- with additionality compared to the current situation and existing solutions and systems
- and which occur with significant scale, depth and duration

Step 1: Assess the team's sustainability potential

What drives the founding team?

- NNN

How fast is the project's intended industry moving towards the sustainability goals?

- NNN

Is there any opposition in the project's operations between profitability and sustainability?

- NNN

Step 2a: Sustainability matrix



Positive
effects

Time to identify key parts of the project's planned activities, those that in a significant way contribute to the company's financial and value-based goals. It can be the project's intention, ie the goal or the project's planned main financial activity. It can also be factors or activities such as purchasing, materials, logistics, waste, energy use, water, packaging, transport, diversity, inclusion, etc.

Focus first on the positive - what positive effect can the project give rise to?

Step 2a: Sustainability matrix – Positive effects

	Effects	May cause harm	Responsible	Sustainable	Impact
	Example:				
+	Increase electricity based transportation				Reduces fossil fuel use x%
+	Reduces the need for heavier batteries				Reduces by x% compared to electric vehicles
+	Improved air quality			Lower particulate emissions from fossil fuels	

Step 2a: Sustainability matrix



Negative
effects

We will also look at the negative effects that can arise to achieve the project's main goals. It can be factors or activities such as purchasing, materials, logistics, waste, energy use, water, packaging, transport, diversity, gender equality, etc. What negative effects can occur?

Step 2a: Sustainability matrix – Negative effects

	Effects	May cause harm	Responsible	Sustainable	Impact
	Example:				
–	Batteries are needed for operation		Follows laws and regulations regarding production and purchasing		
–	Material for the product – aluminium		Follows laws and regulations regarding the purchase of materials		

Step 2b: Identify improvement and development potential

When the positive and negative effects are mapped, ensure that the positive effects in the model exceed the possible negative effects on society and / or the environment.

Step 2b: Identify improvement and development potential




	Effects	May cause harm	Responsible	Sustainable	Impact
+	Increase electricity based transportation				Reduces fossil fuel use x%
+	Reduces the need for heavier batteries				Reduces by x% compared to electric vehicles
+	Improved air quality			Lower particulate emissions from fossil fuels	
-	Batteries are needed for operation	✓	Follows laws and regulations regarding production and purchasing	→ Increase scrutiny of production for the purchase of batteries from environmentally and socially acceptable conditions	
-	Material for the product – aluminium	✓	Follows laws and regulations regarding the purchase of materials	→ Increase the use of recycled aluminium	

Example – Effects can be at different levels of sustainability

Effects	May cause harm	Responsible	Sustainable	Impact
Material	Uses environmentally hazardous materials	Follows rules and laws for which materials use and how these are produced	Uses materials with minimal environmental impact and which are produced with social considerations	The business aims to measurably reduce the environmental impact by reuse of materials - quantify
Energy	Uses fossil fuels	Follows rules and laws for use of energy use / production	Uses mostly renewable energy	The business has a solution that greatly reduces energy needs / enables shifts from fossil fuels – quantify
Waste	Generates hazardous waste x	Follows waste management rules and laws	Ensures that waste is recycled in an environmentally sustainable manner	The company's product / service creates measurably reduced waste / handles waste – quantify
Transportation	CO2 intensive transport	Follows rules and laws for transportation	Fossil-free transportation	Offers a transport solution that measurably reduces fossil fuel emissions in a specific sector – quantify
Equality	Contributes to increased discrimination and inequality	Follows laws and guidelines	Works actively to reduce discrimination and increase equality	The business immeasurably reduce discrimination and increase gender equality – quantify
Equal access to sustainable energy	Contributes to negative effects	Follows laws and guidelines	The solution can also be used in countries that are less ahead in the use of new technical solutions	The business has a solution that greatly increases access to sustainable energy in countries where access is currently limited – quantify

Step 3: Link effects to the sustainable development goals – read targets



	Effects	May cause harm	Responsible	Sustainable	Impact
+	Increase electricity based transportation				Reduces fossil fuel use x% 
+	Reduces the need for heavier batteries				Reduces by x% compared to electric vehicles 
+	Improved air quality			Lower particulate emissions from fossil fuels 	
-	Batteries are needed for operation		Follows laws and regulations regarding production and purchasing	Increase scrutiny of production for the purchase of batteries from environmentally and socially acceptable conditions	
-	Material for the product – aluminium		Follows laws and regulations regarding the purchase of materials	Increase the use of recycled aluminium.	

Start building a sustainability strategy

1. A description of the project's planned activities, current phase of development and how the sustainability strategy affects the business (may lead to higher costs but might become more attractive for customers and partners, etc.)
– summarize answers from Step 1.
2. A description of the project's positive effects and which stakeholders that may benefit from these. Examples of stakeholders can be the customer, the user, society, the environment etc. – explain effects from mapping in Step 2a – positive effects
3. A description of the negative effects that will arise and which stakeholders that may be affected by these – explain effects from mapping in Step 2a
– negative effects
4. An action plan for how to increase the positive effects and improve the negative effects with time, not too far ahead – explain opportunities from mapping in Step 2b – Identify improvement and development potential
5. Describe how the business concept contributes to one or more of the Agenda 2030 goals. Focus on 1–3 goals and explain how you contribute to them
– Combine your effects with the sustainability goals by connecting with the targets of each selected goal – Step 3
6. A description of how to measure and following up the sustainability strategy – quantify your potential impact.

Start building a sustainability strategy

1. Our project is ...
2. The positive effects and the stakeholders of these are ...
3. The negative effects and the stakeholders affected by these are ...
4. We are planning to increase the positive effects by ...
We are planning to improve the negative effects by ...
5. We are contributing to the following sustainable development goals ...
6. We are measuring our effects by ... We are following up on our sustainability strategy on ...



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