

# Sustainability workbook

SustainChange –project team

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SUSTAINCHANGE

**centria**  
ammattikorkeakoulu

  
**Kokkola  
Karleby**

 Elinkeino-, liikenne- ja  
ympäristökeskus

**Vipuvoimaa**  
**EU:lta**  
2014–2020

  
Euroopan unioni  
Euroopan sosiaalirahasto

Values 

# SUSTAINABILITY VALUES

**Company values**

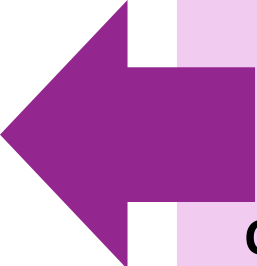
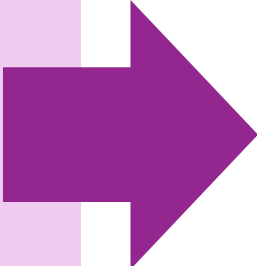
*Economic*

*Environmental*

*Social*

**How is sustainability present in the company's values?**

**Could the original values guide towards a sustainable path?**

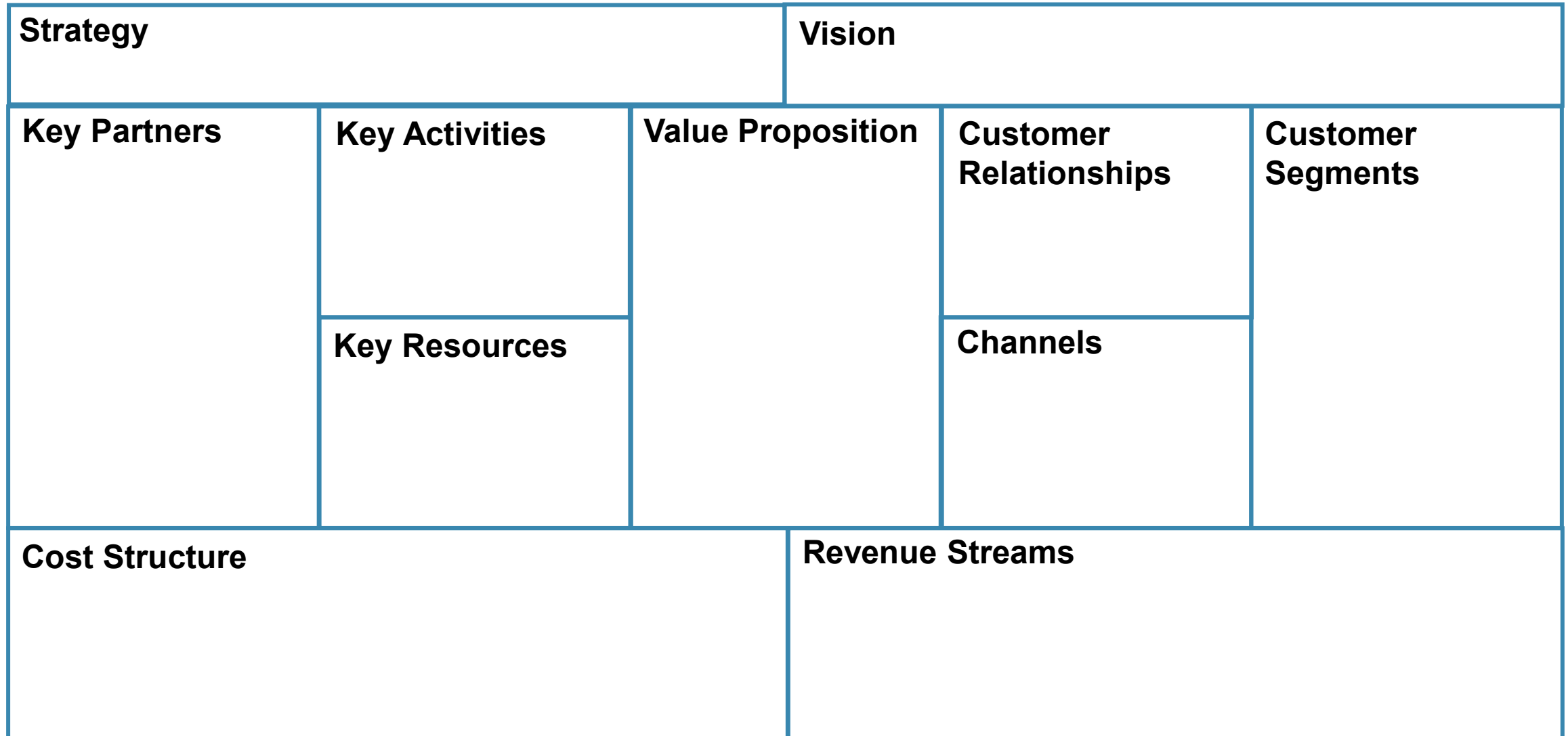


# Economic Sustainability



Osterwalder, Alexander, and Yves Pigneur. *Business model generation: a handbook for visionaries, game changers, and challengers*. Vol. 1. John Wiley & Sons, 2010.

# Economic Sustainability



**Costs**

**Income**

# Economic Sustainability



<b>Strategy</b> <i>How can we achieve to vision of the company?</i>		<b>Vision</b> <i>What is the ultimate goal of the company?</i>		
<b>Key Partners</b> <i>Who do we need to be able to operate?</i>  <i>Suppliers, service providers and other organisations</i>	<b>Key Activities</b> <i>What do we do to achieve our value proposition?</i> <i>Production, marketing..</i>	<b>Value Proposition</b> <i>What value does the company produce for its customers? What problem are we solving?</i>  <i>What is the original business idea?</i>  <i>What are the company's values?</i>	<b>Customer Relationships</b> <i>How do we maintain customer relationships?</i> <i>E.g. loyalty programs</i>	<b>Customer Segments</b> <i>Who is our customer?</i>  <i>What are our different customer segments? How are they different?</i>
	<b>Key Resources</b> <i>Facilities, machinery &amp; equipment, staff (knowledge), patents, brand, etc.</i>		<b>Channels</b> <i>Where do we sell our products/services?</i> <i>How do we communicate?</i>	
<b>Cost Structure</b> <i>What do we spend money on?</i>  <i>Production and raw materials, marketing and sales, distribution channels</i>		<b>Revenue Streams</b> <i>How do we earn money? What is the main source of income?</i> <i>Do we have other sources?</i>		



**Costs**

**Income**



# Environmental Sustainability

Joyce, A., & Paquin, R. L. (2016). The triple layered business model canvas: A tool to design more sustainable business models. *Journal of cleaner production*, 135, 1474-1486.

# Environmental Sustainability



<b>Suppliers &amp; out-sourcing</b>	<b>Production</b>	<b>Environmental value</b>	<b>End-of-life</b>	<b>Use Phase</b>
	<b>Materials</b>		<b>Distribution</b>	
<b>Environmental Impacts</b>			<b>Environmental Benefits</b>	



# Environmental Sustainability



<p><b>Suppliers &amp; out-sourcing</b></p> <p><i>What do we need for production?</i></p> <p><i>Heating, electricity, water, equipment, services</i></p>	<p><b>Production</b></p> <p><i>What do we do?</i></p> <p><i>What facilities are needed?</i></p>	<p><b>Environmental value</b></p> <p><i>What environmental value does the company produce?</i></p> <p><i>What good is the company doing for the environment?</i></p> <p><i>What do we want to do for the environment?</i></p>	<p><b>End-of-life</b></p> <p><i>What happens to the product once the customer doesn't need it anymore?</i></p> <p><i>Recycling, circulation</i></p>	<p><b>Use Phase</b></p> <p><i>How will the product be used by the customer in their facilities?</i></p> <p><i>Electricity, water, etc.</i></p> <p><i>Will it be washed?</i></p> <p><i>Does it create waste?</i></p>
	<p><b>Materials</b></p> <p><i>What raw materials do we need?</i></p>		<p><b>Distribution</b></p> <p><i>What modes of transport do we use?</i></p> <p><i>Packaging materials</i></p>	
<p><b>Environmental Impacts</b></p> <p><i>What is our environmental impact, the amount of emissions?</i></p> <p><i>Are there any other harmful substances emitted from our activities?</i></p> <p><i>Does the activities affect soil and water?</i></p>		<p><b>Environmental Benefits</b></p> <p><i>How do we contribute to the well-being of the environment?</i></p> <p><i>Are we able to enliven the environment through our actions?</i></p>		

# Social Sustainability

The word "Social Sustainability" is written in a large, white, sans-serif font. To the right of the text, there is a graphic consisting of three white circles, each containing a stylized human figure. The circles are arranged in a triangle and connected by thin white lines, suggesting a network or community.

Joyce, A., & Paquin, R. L. (2016). The triple layered business model canvas: A tool to design more sustainable business models. *Journal of cleaner production*, 135, 1474-1486.

# Social Sustainability



<b>Local Communities</b>	<b>Governance</b>	<b>Social Value</b>	<b>Societal culture</b>	<b>End-User</b>
	<b>Employees</b>		<b>Scale of outreach</b>	
<b>Social Impacts</b>		<b>Social Benefits</b>		

# Social Sustainability



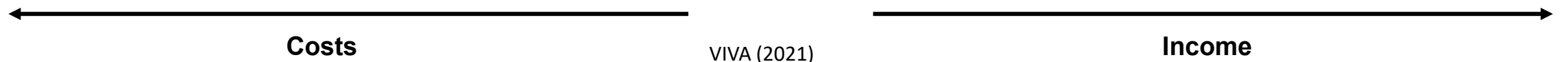
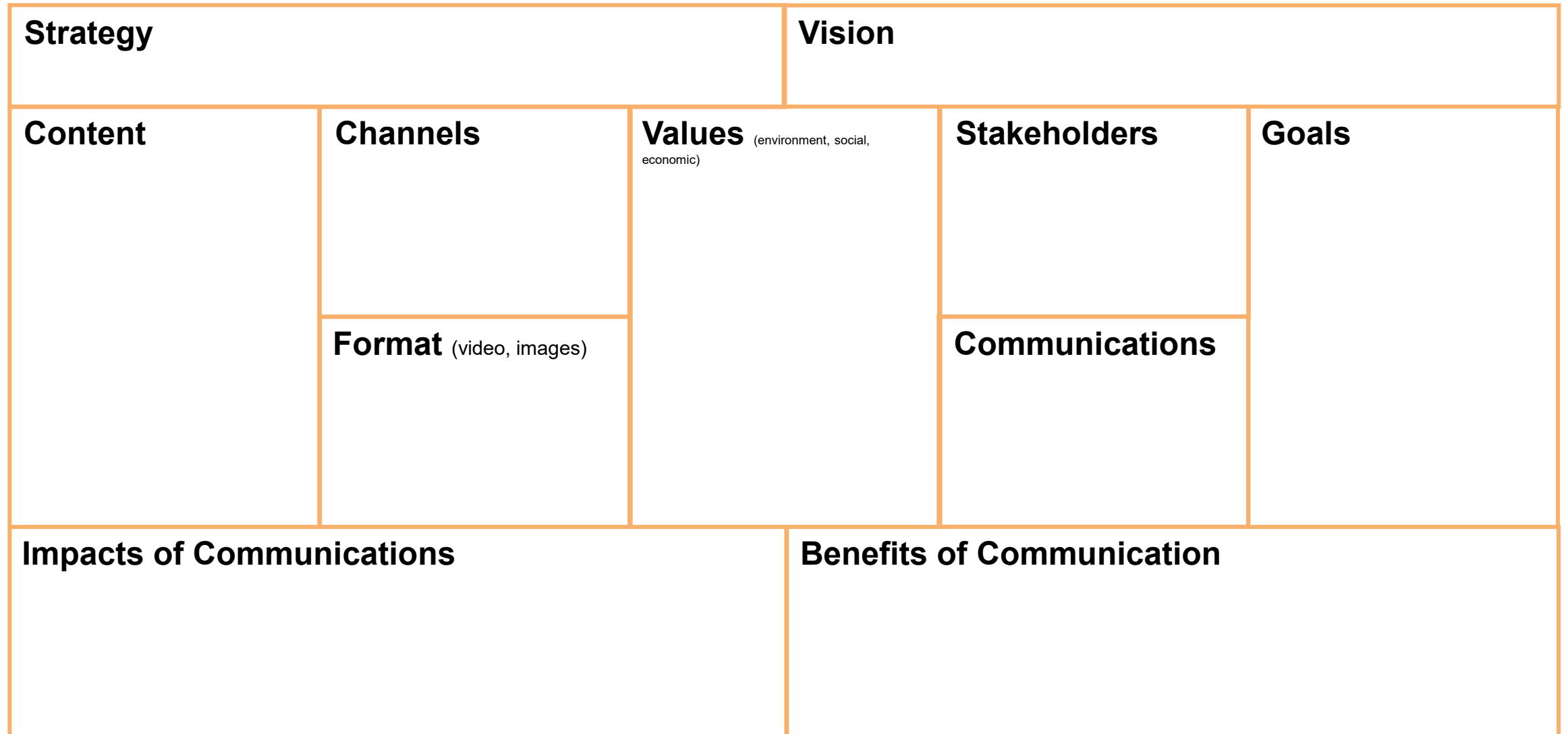
<p><b>Local Communities</b></p> <p><i>Is there equal treatment between the different sites?</i></p> <p><i>What responsibility does your company have for the social well-being of its subcontractors?</i></p>	<p><b>Governance</b></p> <p><i>The role of top management in: creating a sustainable strategy, transparent decisions and communications</i></p> <p><i>Governing parties selection.</i></p>	<p><b>Social Value</b></p> <p><i>What social value does the company produce?</i></p> <p><i>What value is there for our customers? E.g. easier living</i></p> <p><i>Is our operations real or just fancy words?</i></p>	<p><b>Societal culture</b></p> <p><i>What do we/could we do for general well-being?</i></p> <ul style="list-style-type: none"> <li>• Locally</li> <li>• Nationally</li> <li>• Internationally</li> </ul>	<p><b>End-User</b></p> <p><i>Who is at the end of your value chain? Who benefits from the value you create? Your customer is not always the end-user.</i></p> <p><i>What value are we creating for them? Are we contributing to social welfare?</i></p> <p><i>Do we get feedback?</i></p>
<p><b>Social Impacts</b></p> <p><i>The social or societal toll of our business</i></p>		<p><b>Social Benefits</b></p> <p><i>How can we help society? What are our strengths?</i></p>		

# Sustainability & Communications

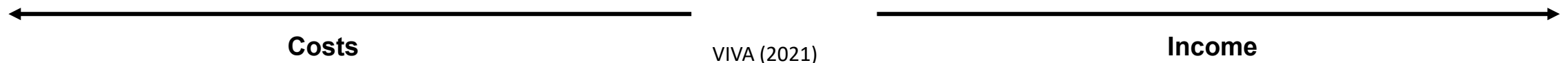
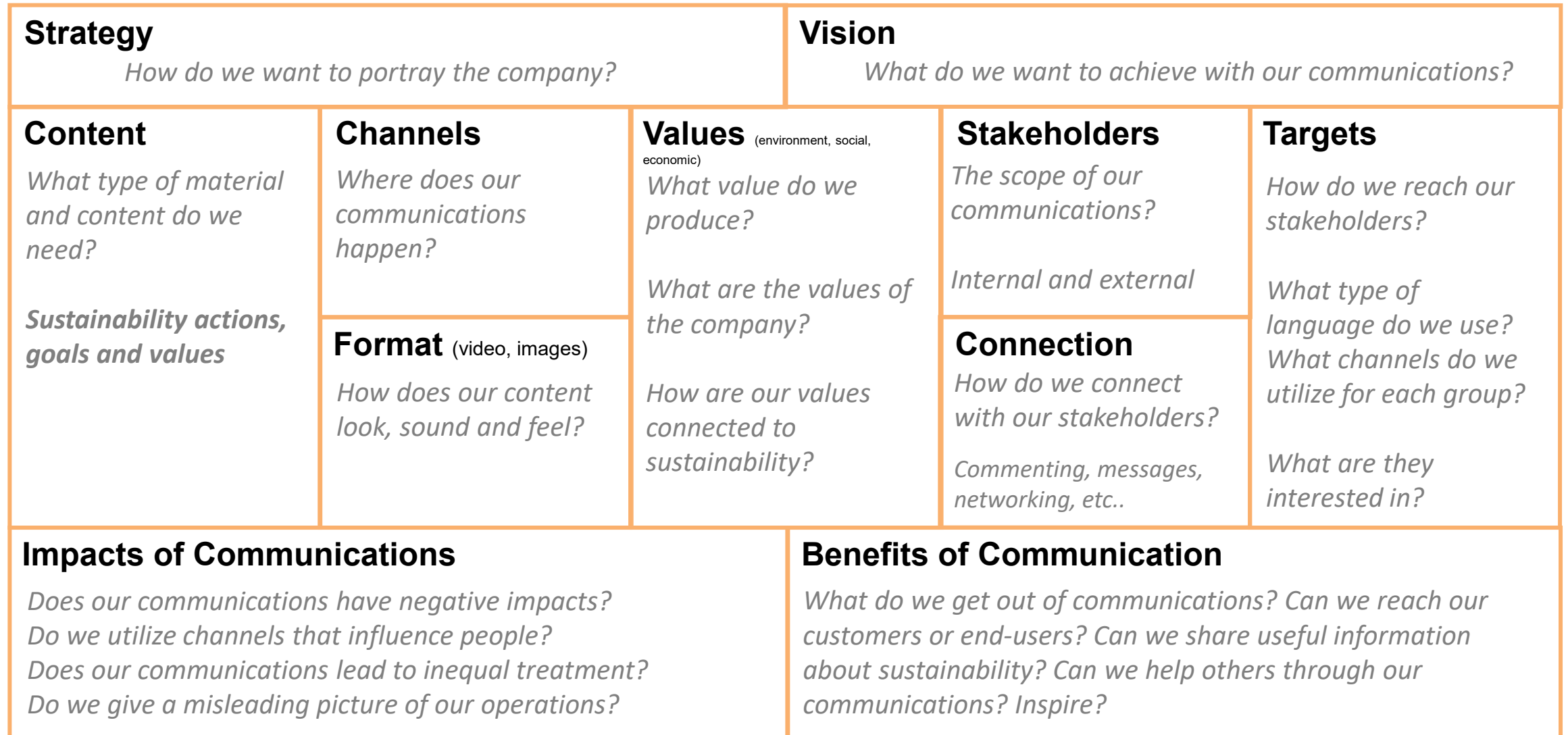


*ViVa 2021 – vihreä vastuullisuus mikroyrityksissä – project*

# Sustainability & Communications



# Sustainability & Communications





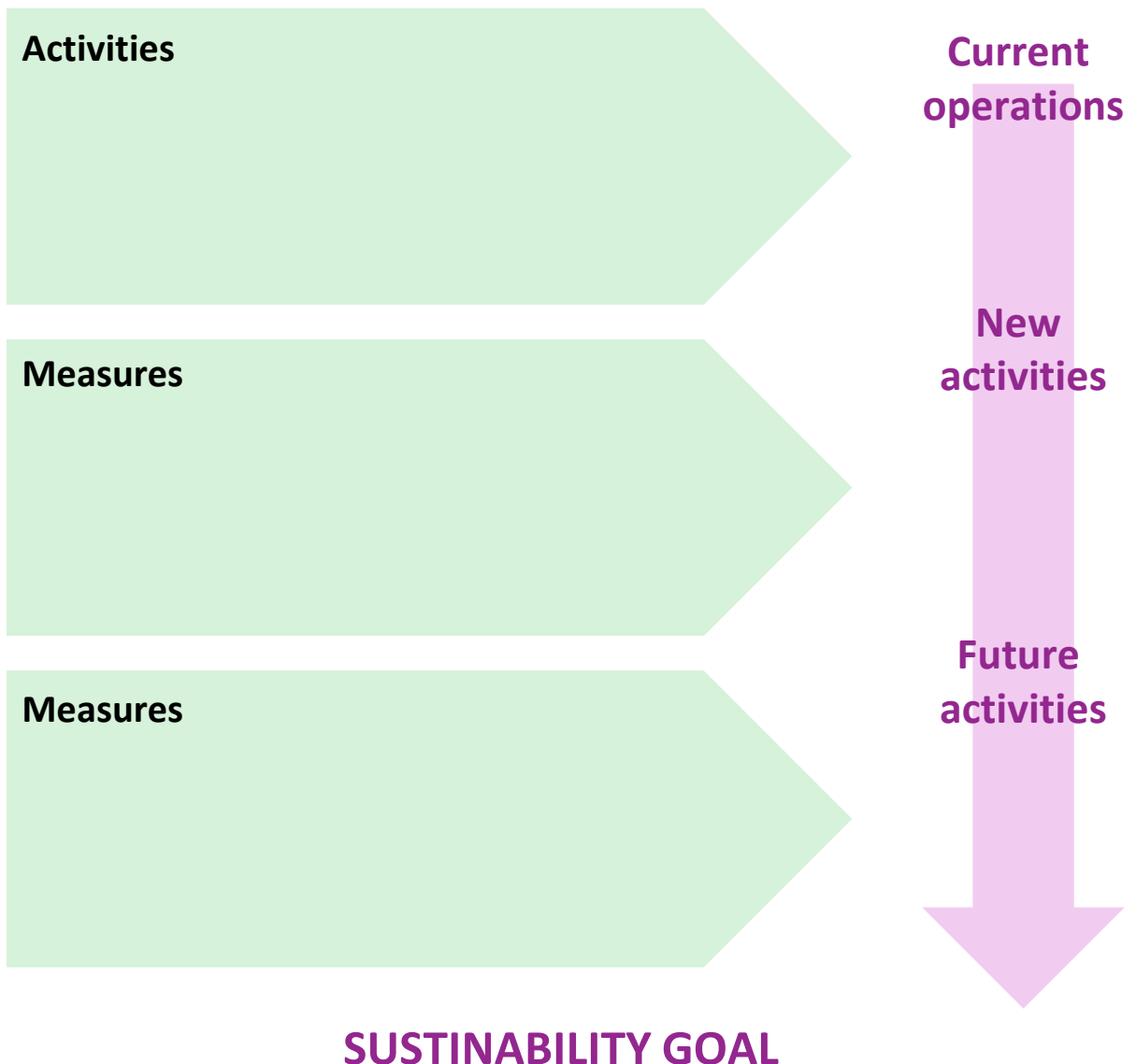
# Summary of sustainability





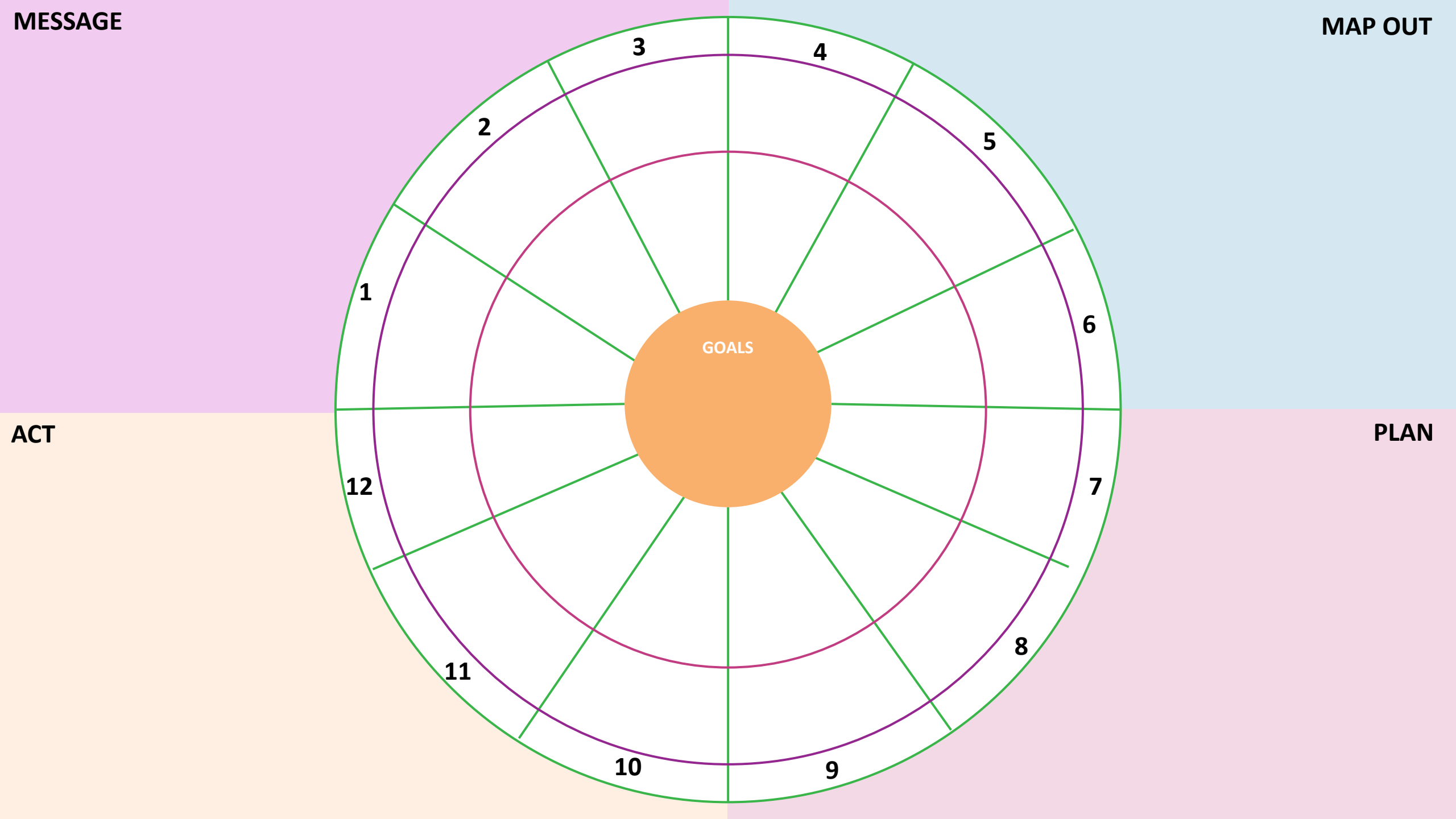
# FROM WORDS TO ACTION

## Map out your path to sustainability



# Communications Yearly Plan





MESSAGE

MAP OUT

ACT

PLAN

GOALS

