Sustainability workbook

SustainChange – project team

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SUSTAINCHANGE

centila ammattikorkeakoulu Kokkola Karleby



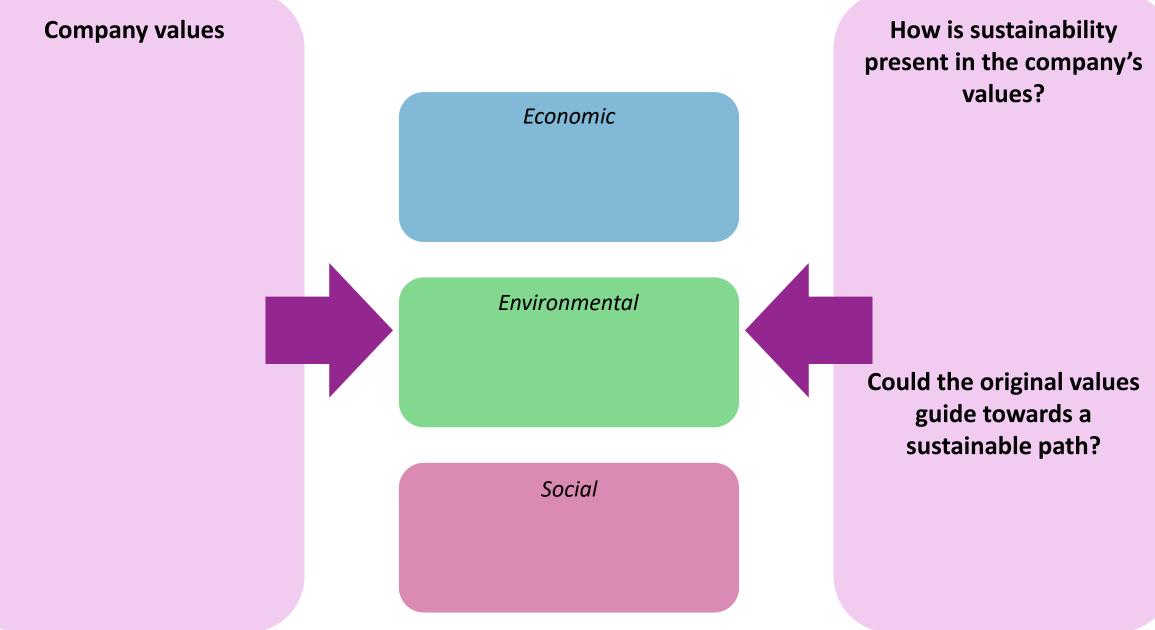
Elinkeino-, liikenne- ja ympäristökeskus







SUSTAINABILITY VALUES



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



Strategy			Vision		
Key Partners	Key Activities	Value Pro	· · · · · · · · · · · · · · · · · · ·		Customer Segments
	Key Resources			Channels	
Cost Structure			Revenue	Streams	

Economic Sustainability



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

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



Suppliers & out- sourcing	Production	Environmental value	End-of-life	Use Phase
	Materials		Distribution	
Environmental Impa	cts	Environm	ental Benefits	

Environmental Sustainability



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



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



Local Communities	Governance	Social Valu	Ie	Societal culture	End-User	
	Employees			Scale of outreach		
Social Impacts			Social Be	nefits		

Social Sustainability



Local Communities	Governance	Social Va	ue	Societal culture	End-User
<i>Is there equal treatment between the different sites?</i> <i>What responsibility</i>	The role of top management in: creating a sustainable strategy, transparent decisions and communications Governing parties selection.	What social value does the company produce? What value is there for our customers? E.g.		What do we/could we do for general well-being? • Locally • Nationally • Internationally	Who is at the end of your value chain? Who benefits from the value you create? Your customer is not always
does your company have for the social well- being of its subcontractors?	Employees	easier living Is our operations real or just fancy words?		Scale of outreach	the end-user.
	How is our work community? Is it diverse, inclusive and equal? Do we support learning? Work wellbeing and culture.			Does our business have a societal impact? What channels do we use for wider societal impact? Or, for example, to promote the conditions for entrepreneurship? Networks?	What value are we creating for them? Are we contributing to social welfare? Do we get feedback?
Social Impacts	7		Social Be	enefits	-
The social or societal toll o	How can we help society? What are our strengths?			strengths?	

Sustainability & Communications

ViVa 2021 – vihreä vastuullisuus mikroyrityksissä – project

Sustainability & Communications



Strategy			Vision		
Content	Channels	Values (envi	vironment, social, Stakeholders		Goals
	Format (video, images)			Communications	
Impacts of Commu	nications		Benefits	of Communication	

Costs

VIVA (2021)

Income

Sustainability & Communications



Strategy How do we want to portray the company?			Vision What do we want to achieve with our communications?		
Content What type of material and content do we	Channels Where does our communications	Values (environment, social, economic) What value do we produce?		Stakeholders The scope of our communications?	Targets How do we reach our stakeholders?
need? Sustainability actions, goals and values	happen?	What are th	ne values of	Internal and external	What type of
	Format (video, images) How does our content look, sound and feel?	the company? How are our values connected to		Connection How do we connect with our stakeholders?	language do we use? What channels do we utilize for each group
		sustainabili	ty?	Commenting, messages, networking, etc	What are they interested in?
Impacts of Commu	inications		Benefits	of Communication	
Does our communications have negative impacts? Do we utilize channels that influence people? Does our communications lead to inequal treatment?			What do we get out of communications? Can we reach our customers or end-users? Can we share useful information about sustainability? Can we help others through our		

Do we give a misleading picture of our operations?

communications? Inspire?



FROM WORDS TO ACTION Map out your path to sustainability

What are we already doing? What actions can we support?

What could we already be communicating? What should we change about our current activities to get closer to our sustainability goal?

What do we need to do before we reach our goal?

Activities

Measures

Current operations

New activities

Future activities

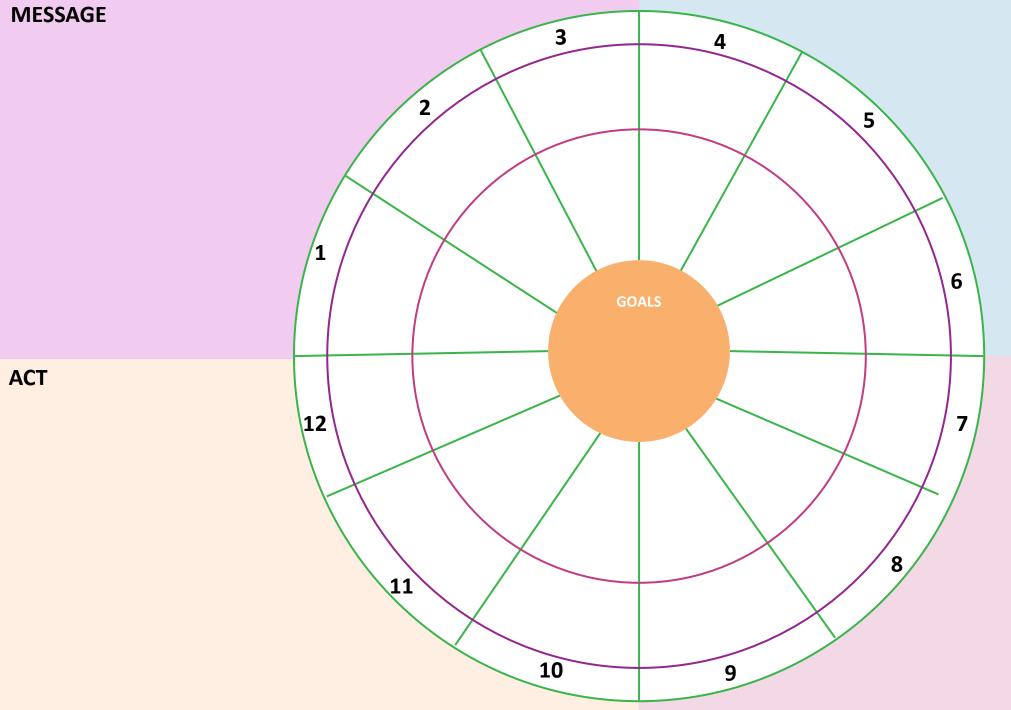
Measures

SUSTINABILITY GOAL

Communications Yearly Plan







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