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GENGREEN SCORE CARD

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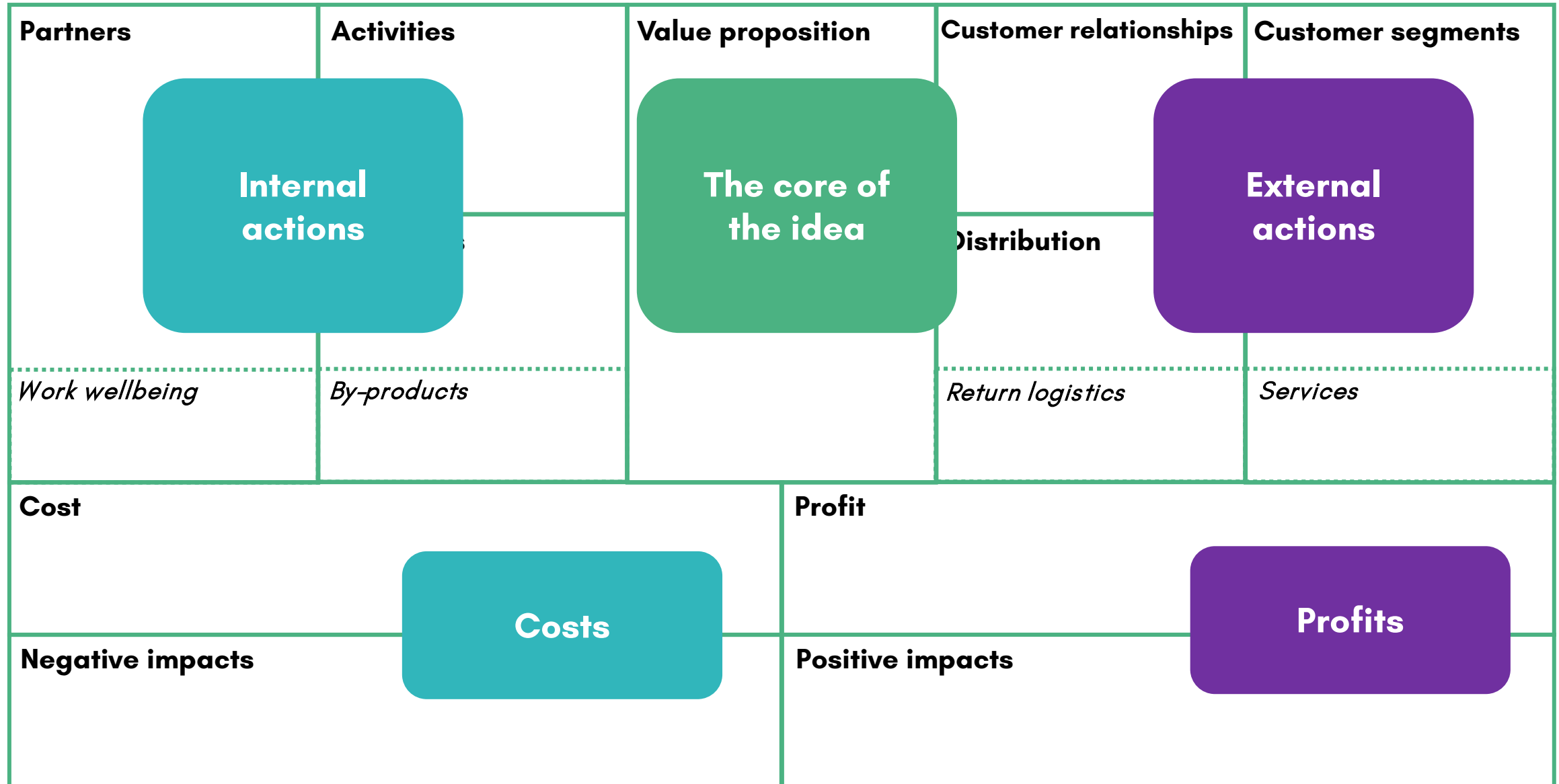
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Troms og Finnmark fylkeskommune
Romsås ja Finnmarkku fylkkagieldda
Tromssan ja Finnmarkun fylkin komuun



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<p>Partners</p> <p><i>Who do we need to be able to operate?</i></p> <p><i>e.g., suppliers, service providers and other organizations</i></p>	<p>Activities</p> <p><i>What do we need to do to achieve our idea?</i></p> <p><i>Production, marketing, R&D..</i></p>	<p>Value proposition</p> <p><i>What value does the idea create for its target group? What problem/need are we solving?</i></p> <p><i>What is the original business idea?</i></p> <p><i>What are the company's values?</i></p>	<p>Customer relationships</p> <p><i>How do we maintain customer relationships? e.g., loyalty programs</i></p>	<p>Customer segments</p> <p><i>Who is our customer? Is that person the actual user of our product or service?</i></p> <p><i>What are our different customer segments? How are they different?</i></p>
<p>Work wellbeing</p> <p><i>How do we ensure our own and our staffs wellbeing?</i></p>	<p>By-products</p> <p><i>Does our process create any waste streams? E.g., material, staff overwork, heat, food..</i></p>	<p><i>What value do we create for the environment and people?</i></p>	<p>Return logistics</p> <p><i>Can we take back our materials or products that we have made?</i></p>	<p>Services</p> <p><i>Can our product be a service? Does our idea include possibilities for sharing?</i></p>
<p>Cost</p> <p><i>What do we need to spend money on?</i></p> <p><i>Production and materials, marketing and sales, distribution channels, etc..</i></p>		<p>Profit</p> <p><i>How do we earn money? What is the main source of income? Do we have other sources?</i></p> <p><i>Do we offer a subscription plan, licensing or something new?</i></p>		
<p>Negative impacts</p> <p><i>What is our environmental impact? How about social? Does our operations produce harmful substances? Do we effect the boundaries of the planet?</i></p>		<p>Positive impacts</p> <p><i>Do we have a positive impact on the environment or social matters? Can we contribute to the well-being of nature? Can we contribute to our local or national society in a positive way?</i></p>		

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Value proposition

*What value does the idea create for its target group?
What problem/need are we solving?*

What is the original business idea?

What are the company's values?

What value do we create for the environment and people?

Consider the customer's perspective:

- What do they get from the company?
- How does it feel and look?

From a sustainability perspective:

- What are we doing to help the environment?
- And, more broadly, what are we doing for other people?

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Partners

Who do we need to be able to operate?

e.g., suppliers, service providers and other organizations

Activities

What do we need to do to achieve our idea?

Production, marketing, R&D..

Resources

Materials, facilities, machinery & equipment, staff (knowledge), patents, brand, etc.

Work wellbeing

How do we ensure our own and our staffs wellbeing?

By-products

Does our process create any waste streams? E.g., material, staff overwork, heat, food..

What do we need to do to bring our idea to life?

- Whose help do we need?
- How do we go about it?
- What do we need, and what happens to it when we no longer need it?

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Cost

What do we need to spend money on?

Production and materials, marketing and sales, distribution channels, etc..

Negative impacts

What is our environmental impact? How about social?

Does our operations produce harmful substances? Do we effect the boundaries of the planet?

How much does it cost to run the business?

What impact do we have on the environment and society?

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Customer relationships <i>How do we maintain customer relationships? e.g., loyalty programs</i>	Customer segments <i>Who is our customer? Is that person the actual user of our product or service?</i> <i>What are our different customer segments? How are they different?</i>
Distribution <i>Where do we sell our products/services? How do we communicate? Logistics?</i>	
Return logistics <i>Can we take back our materials or products that we have made?</i>	Services <i>Can our product be a service? Does our idea include possibilities for sharing?</i>

For whom do we create value?

- Who is our customer?
- How do we build long-term relationships?
- Where can people learn about our company and our idea?

Can our business be anything other than just direct sales?

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Profit

How do we earn money? What is the main source of income? Do we have other sources?

Do we offer a subscription plan, licensing or something new?

Positive impacts

*Do we have a positive impact on the environment or social matters?
Can we contribute to the well-being of nature? Can we contribute to our local or national society in a positive way?*

Where do we get our funding?

What positive impact do we have on the environment and the surrounding community?



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For more information

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