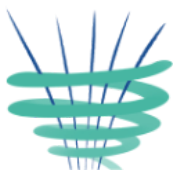


Sustainability Canvas

www.kommunikation-neu-gedacht.com

Participant _____

Date _____



People **1**

- What moves you and your client? (emotions)
- Individual purpose

Sustainability **2**

- WHY developing sustainable business?
- Organizational purpose

Society **3**

- How do changes in society raise the need for sustainable business?

Economy **4**

- What is your business environment like? (e.g. regulation)

9 Take the list from step 8 and prioritize one challenge

10 Summarize a shared understanding of the current situation	12 Describe the next target condition (concrete, e.g. six weeks from now)
11 Define the Future Potential for sustainability	13 Agree on possible steps (between now and your next meeting) that bring you closer to step 12

Market **5**

- What are relevant sustainability trends in your market?

Organization **6**

- How does your organization tick - and what role does sustainability play in your organizational culture?

Process **7**

- How are your products and services produced?

Portfolio **8**

- Which (sustainable) products and services do you offer?