sustainability scan

focus

- **purpose**
  What impact does sustainability have on your business and your customers?

- **customer**
  What expectations do your stakeholders have regarding sustainability and how can you help achieve their wishes?

- **product**
  How has sustainability been designed into your products, packaging and services?

- **journey**
  What clues and information do you provide to people to inspire sustainable behaviors?

prepare

- **milestones**
  What major achievements are required to bring your sustainability goals to the next level?

- **monitor**
  How do you measure the sustainability of this business and what are your targets?

- **ecosystem**
  What collaborators in your supply chain or competitors in your market can help improve your sustainability?

- **brand**
  How can your branding benefit from authentic sustainability and how can you avoid greenwashing you message?

deliver

- **people**
  Who do you need in your business to achieve your sustainability goals?

- **data**
  What is the necessary data in order to measure and improve your sustainability efforts?

- **tools**
  What assets can you reuse or repurpose in order to avoid unnecessary waste?

- **process**
  What are the most important processes to ensure continuous improvement?

momentum

- **mindset**
  What beliefs and attitudes do you need to succeed?

- **risks**
  What are the main risks and how can you manage them?

- **actions**
  What are the short-term actions you can complete quickly?

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business: Your Business
author: Your Name

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  Click here in the areas of the canvas to write your answers...

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- **product**

- **journey**

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