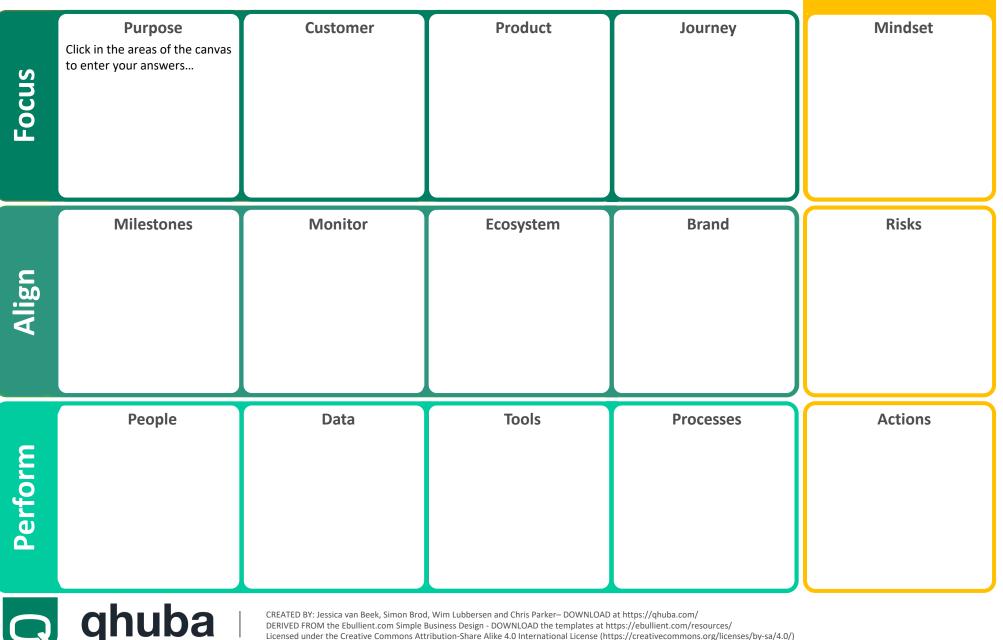
Simple Business Design - Sustainability

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Focus	Purpose What impact does sustainability have on the purpose of this business?	Customer What expectations do customers have regarding sustainability and how can this business help achieve their wishes?	Product How has sustainability been designed into the products, packaging and services of this business?	Journey What clues and information does this business provide to customers to inspire sustainable behaviors?	Mindset What beliefs and attitudes are needed for this business to incorporate sustainability in its culture and succeed with its sustainability ambitions?
Align	Milestones What major achievements are required to bring sustainability of this business to the next level?	Monitor How is sustainability measured within this business?	Ecosystem What collaborators in the supply chain or competitors in the market can help improve sustainability?	Brand How can the branding of this business benefit from sustainability and how can it exhibit that ambitions are authentic and genuine ?	Risks What are the main risks regarding sustainability of this business and how are they managed?
Perform	People What people are required for the business to achieve its sustainability goals?	Data What data is necessary to measure and improve the sustainability efforts of this business?	Tools What tools are required to achieve sustainability goals?	Processes What are the most important processes to ensure continuous sustainable improvement?	Actions What actions related to sustainability of this business can be completed quickly?
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