

# Simple Business Design - Sustainability

## Momentum

### 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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Focus

**Purpose**

Click in the areas of the canvas  
to enter your answers...

**Customer**

**Product**

**Journey**

**Mindset**

Align

**Milestones**

**Monitor**

**Ecosystem**

**Brand**

**Risks**

Perform

**People**

**Data**

**Tools**

**Processes**

**Actions**



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