

Guideline

Sustainable Innovation

Step by step from the vision
to the implemented idea



Objective

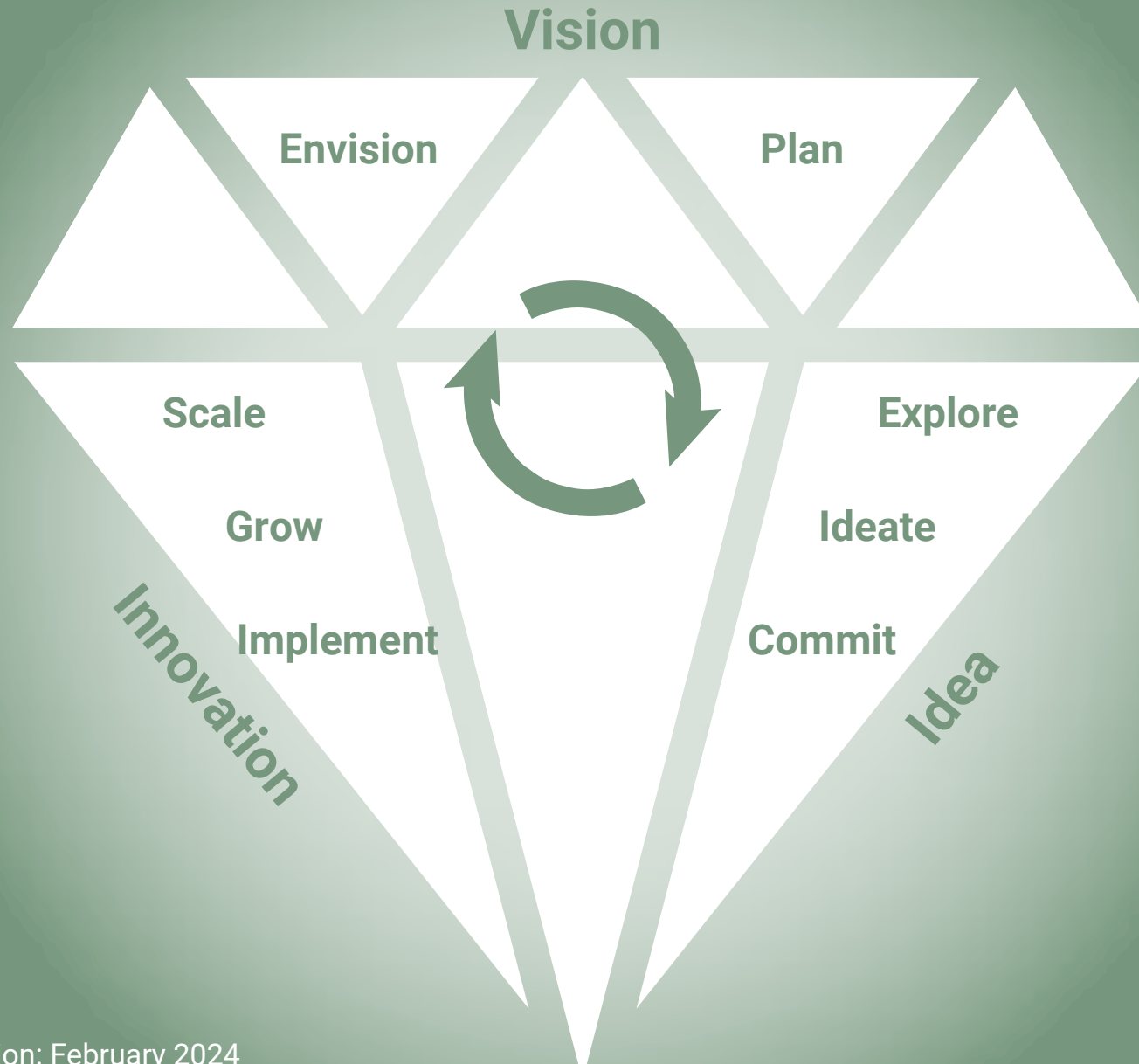


The following document contains a step by step guideline for moving from vision to sustainable innovation.

Experience has shown that processes are often individual to each company. This guideline is a suggestion that can be adapted to your requirements.



Sustainable Innovation Diamond



1

Envision



The aim of **Envision** is to imagine what the environment of your company would look like if social, ecological and economic sustainability were optimally resolved.



Green
&
Social
Growth

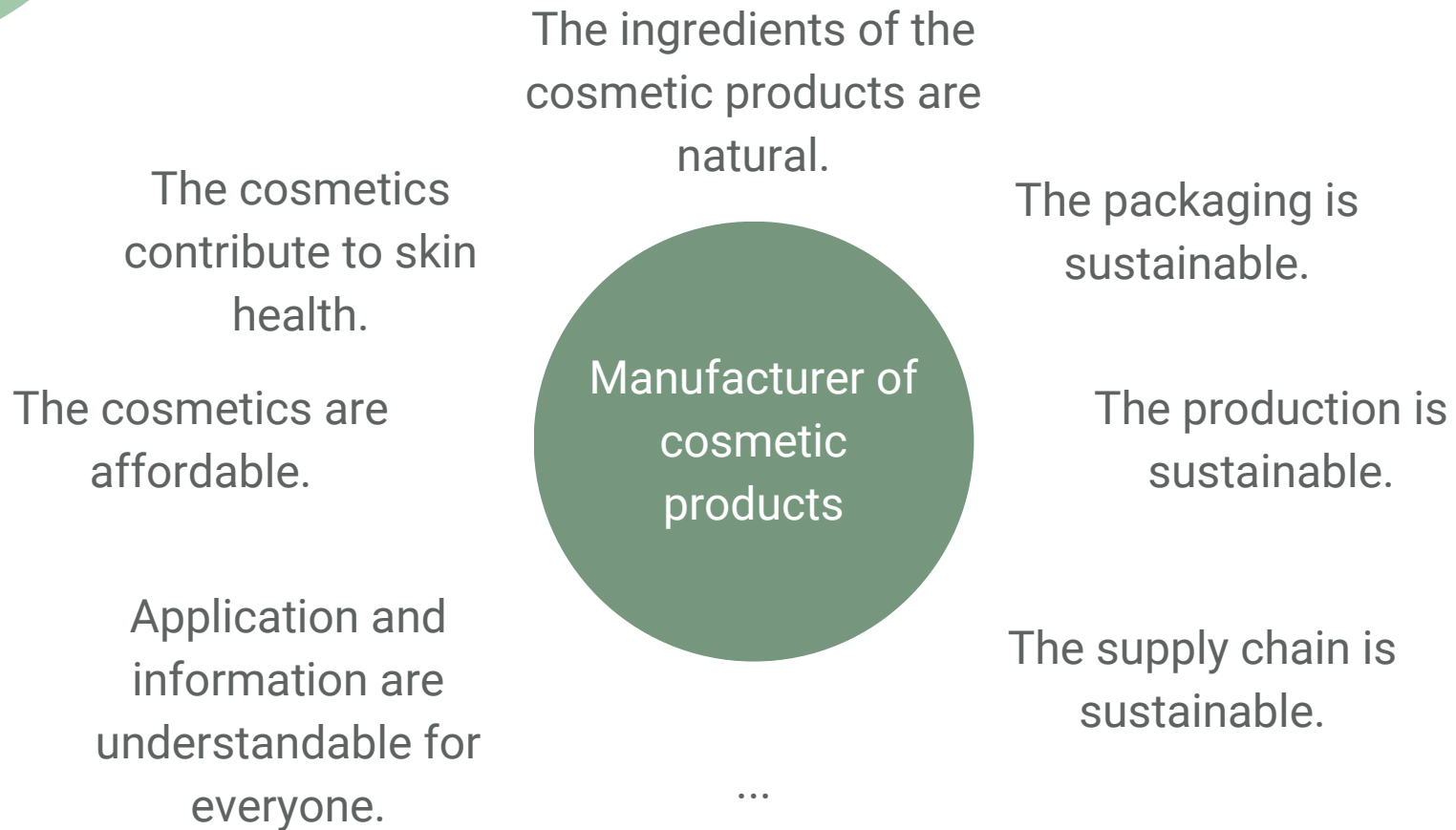
1 Envision | Guiding questions

- Which environment do you want to focus on?
- Which scope do you choose (e.g. region, time horizon)?
- What is not well solved today in terms of social, ecological and economic sustainability?
- Which Sustainable Development Goals are relevant?
- Which trends have an impact?
- What do customers and stakeholders want?
- Which technologies can help?
- Which literature and sources are leading the way?
- What does the optimum situation for your defined environment look like when everything is well resolved?



1

Envision | Example



2

Plan



The aim of **Plan** is to define interesting fields for sustainable innovations and to allocate teams, projects and budgets for their further processing.



2

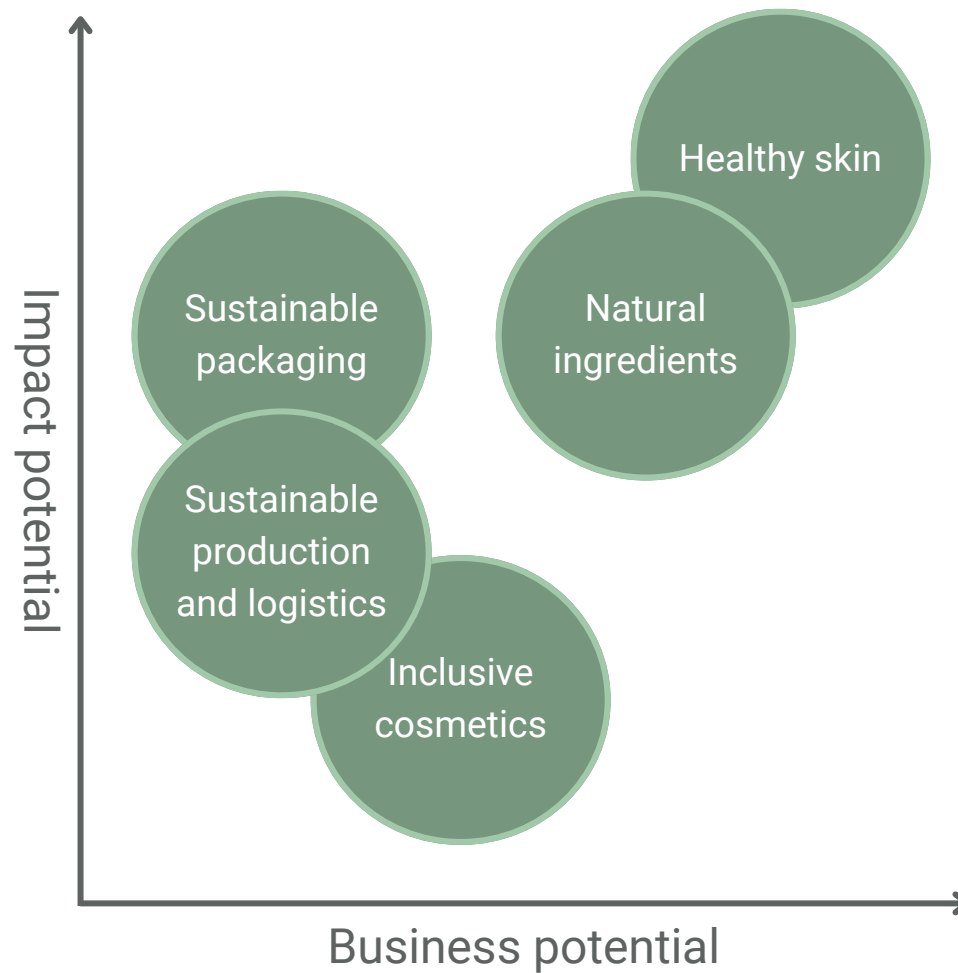
Plan | Guiding questions

- Which sustainable innovations fields result from the findings?
- How high is the impact and business potential of the fields and how well do they fit the company (relative to each other)?
- Which fields do you want to continue working on?
- Who will continue to work on the fields, with which budget and with which objectives?



2

Plan | Example



3

Explore

The aim of **Explore** is to gain a deeper understanding of the sustainable innovation fields and to prepare your work in them.



3

Explore | Guiding questions

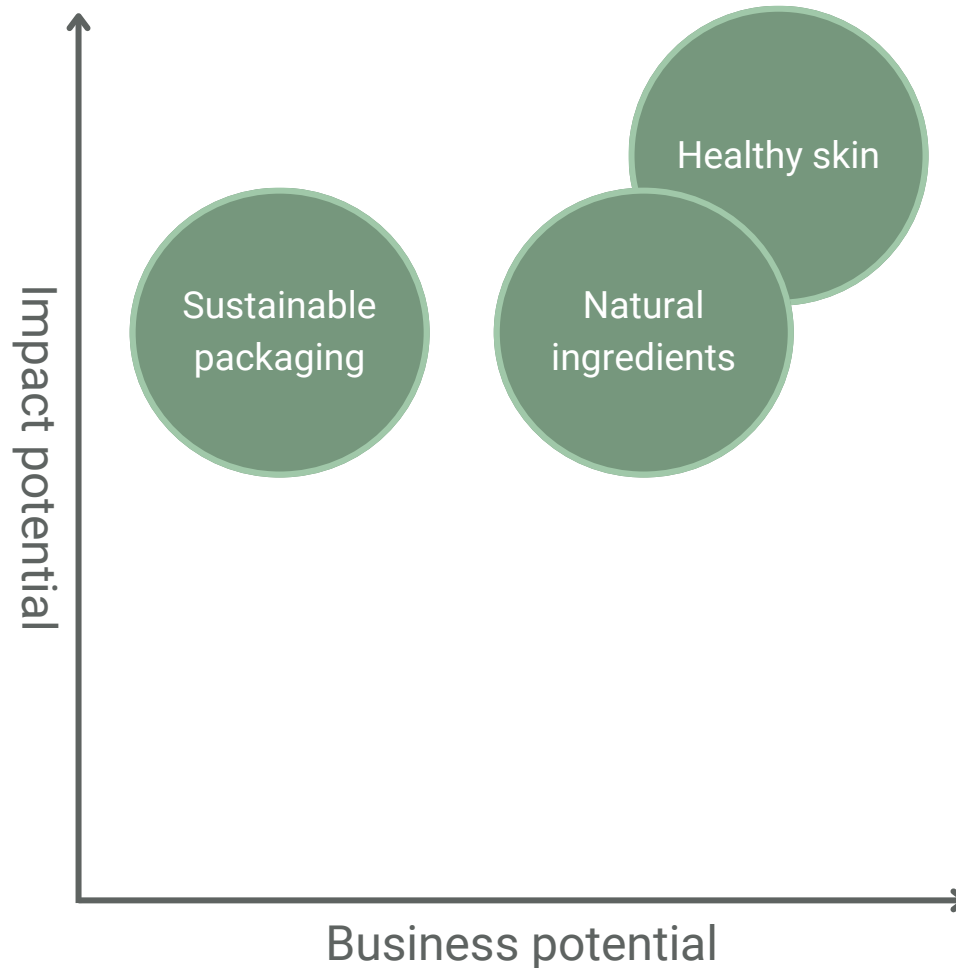
- How is the sustainable innovation field structured?
- Who are the thought leaders, customers, providers, suppliers, potential partners and other stakeholders?
- What events are there on the topic and what is discussed there?
- What already exists in the field, what is still missing and what problems are there?
- How is your company positioned in the field and what can you contribute?
- Based on the findings: How high is the impact and business potential of the fields now and how well do they fit the company (relative to each other)?



3

Explore | Example

Sustainable packaging is increasingly seen as an obligation in the market. That is why you are focusing on this field.



Additionally, you have discovered that the topics of healthy skin and natural ingredients need to be considered together and that there is a gap in the market that you can fill.



4

Ideate

The aim of **Ideate** is to develop and describe ideas for sustainable innovations.



4

Ideate | Guiding questions

- How can you make your existing products and services more sustainable?
- What active social or ecological contribution can you make to the vision and the Sustainable Development Goals and who can you reach with this?
- Which customers will pay for it?
- What problem are you solving for customers and what added value are you providing them?
- What does your offer look like?
- What and whom do you need for the offer?
- Which channels do you use?
- What are consistent business model options?



4

Ideate | Example

Sustainable
packaging for
existing
products

DIY kit with
natural
ingredients

Online course:
"Make your
own
cosmetics"



5

Commit



choice

The aim of **Commit** is to decide on the ideas for sustainable innovations that will be implemented.



Green
&
Social
Growth

5

Commit | Guiding questions

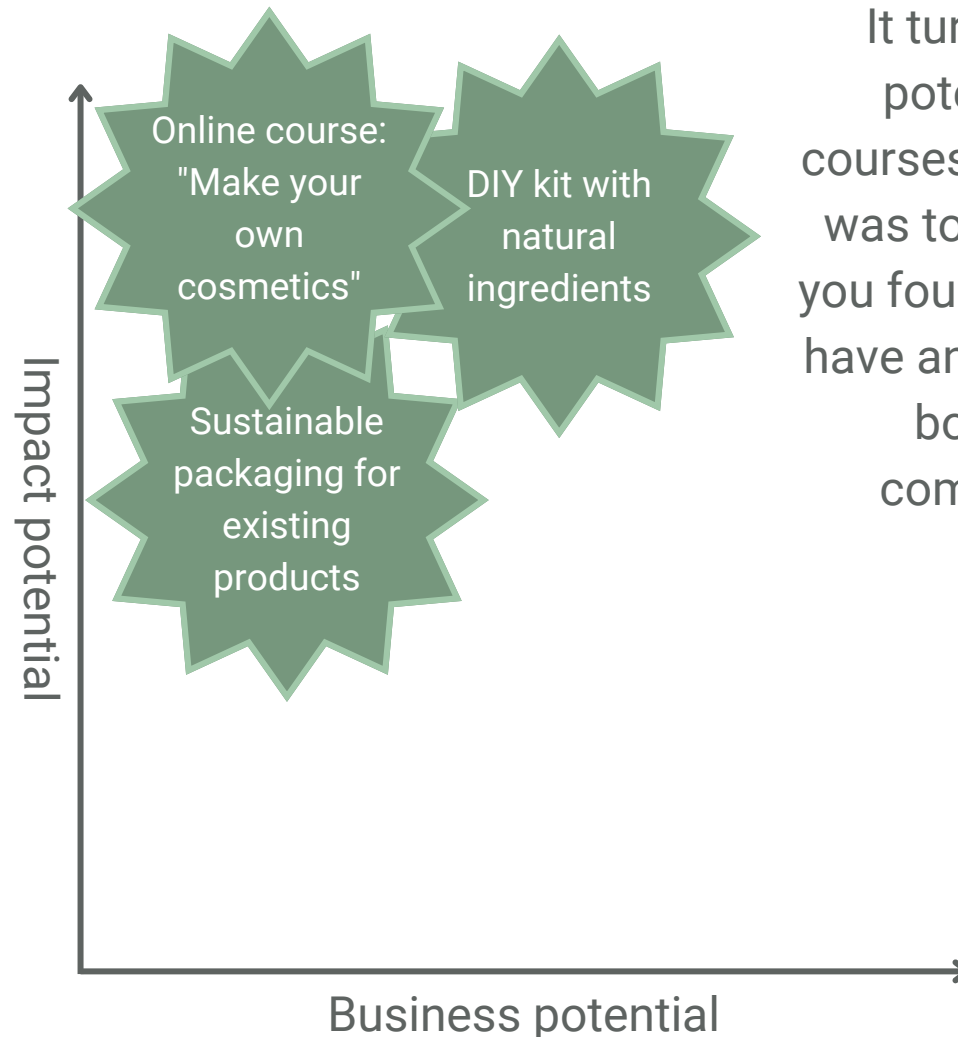
- What ideas for sustainable innovations are there to choose from?
- What do you need to test and find out in order to select the ideas, for example specific customer needs?
- What is the quickest and most effective way to test (e.g. survey, MVP, test run)?
- What impact and business potential results from the tests?
- What do you need for implementation and what costs will you face?
- Which ideas for sustainable innovations do you want to implement on the market and in what order?



5

Commit | Example

It has been confirmed that your customers want sustainable packaging and that it is a strong differentiator for them.



It turned out that the potential for online courses and DIY kits alone was too small. However, you found out that it would have an impact to develop both together in combination with a campaign.



6

Implement



The aim of **Implement** is to realize ideas for sustainable innovations on the market.



Green
&
Social
Growth

6

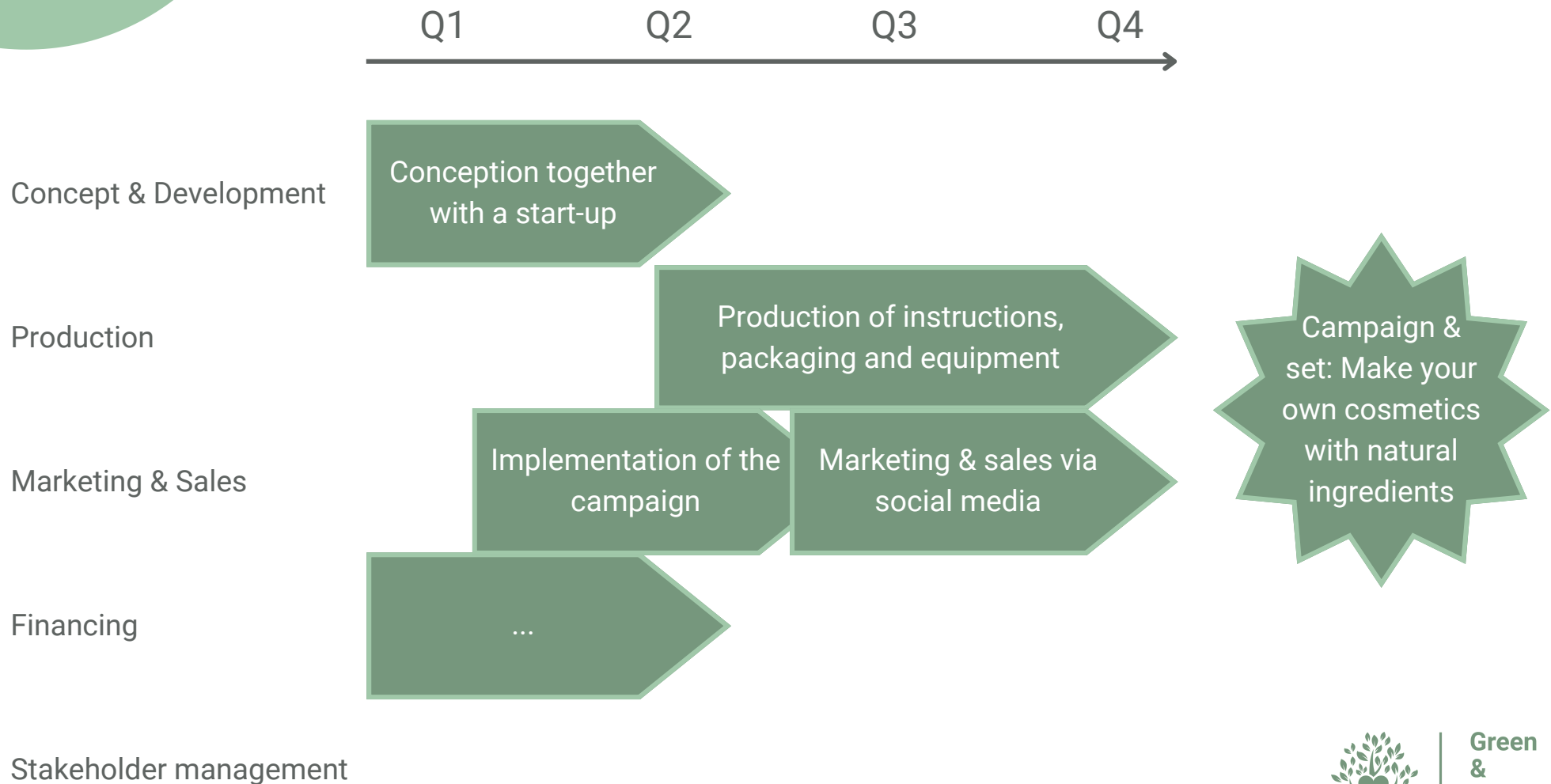
Implement | Guiding questions

- Who is the implementation team?
- Which project and which budget will be approved for the implementation?
- What does the implementation plan look like?
- How can marketing and sales be started at an early stage?
- Which decision-makers are involved at which points?
- How are customers, employees and stakeholders involved in the implementation?



6

Implement | Example



7

Grow



The aim of **Grow** is to increase the social or ecological impact of the ideas, to attract more customers, to increase the economic success and to find the final product-market fit based on the feedback.



7

Grow | Guiding questions

- What social and ecological impact have you already been able to achieve and how can this be increased?
- How do you measure and communicate the impact?
- Which customers have you already been able to win and how can you increase your economic success?
- How do you measure and communicate the economic success?
- How can you increase the reach of your ideas?
- What feedback do you receive and what do you learn from your customers?
- How can you expand your impact and business model so that you actually meet exactly what beneficiaries and customers need?



7

Grow | Example



8

Scale



The aim of **Scale** is to expand the impact and business models of the ideas on another level.



8

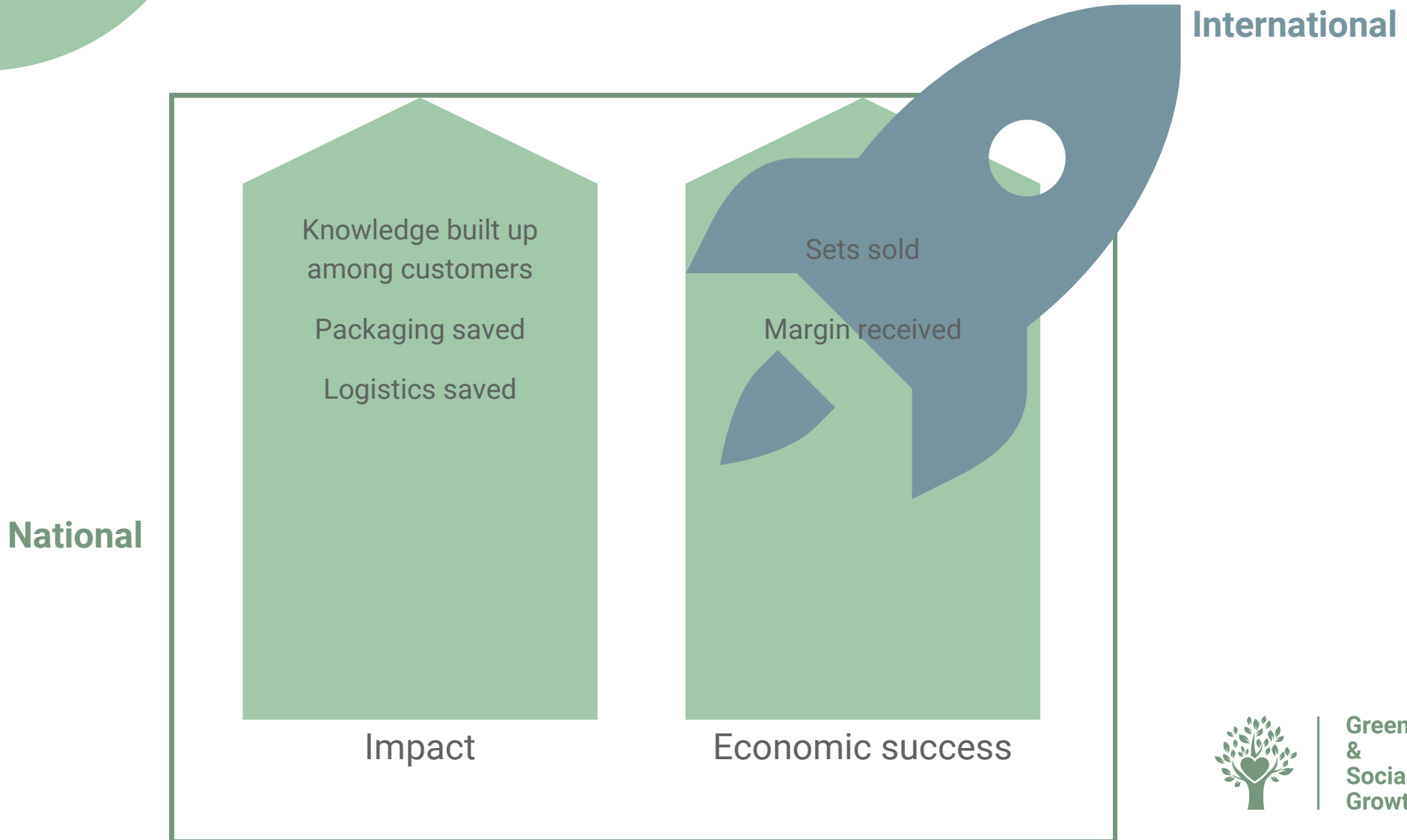
Scale | Guiding questions

- Which regions can you expand into?
- Which new market segments can you win?
- Which partners can help you scale?
- How can you prepare your organization, resources and processes for scaling?
- Which technologies will help you make bigger leaps?
- What investments are you approaching and who is interested in investing?
- How will the collaboration with investors and funders be structured in terms of culture and impact orientation?



8

Scale | Example



Good luck!

