



Big picture setting

understand

system

circular strategy



45-60 min

Where are we now, where do we want to be?

This exercise aims to reflect the company's current vision and mission for the future.



2-4 people

An examination of (environmental) megatrends and sustainability goals reveals actions and steps that need to be taken and potential to spur competitive advantages.



canvas +
e.g. SDG Cards,
Megatrends,
Pestle matrix

Description

Write down the company's vision and mission.

Browse the UN SDGs or other sustainability objectives (e.g. regulations, socio-ecologic trends) and identify the ones most relevant for the organization. Write down how sustainability is or can be integrated in the strategy.

Define the company's aim for the project, workshop or sprint.

The roadmap canvas can serve as a frame for a workshop or sprint and can be used to collect and summarize the results of the steps towards a circular business model or product-service concept.

For Facilitators

Depending on the scope of the workshop and the organizational situation, choose the metrics and sustainability objectives. Potentially pre-select more relevant ones. Give a brief introduction to mega trends and give some time for participants to familiarize with them.

The roadmap is a perfect framing for a sprint and its steps, the different fields can be filled with the results consecutively and partially build on each other.

BIG PICTURE & ROADMAP

