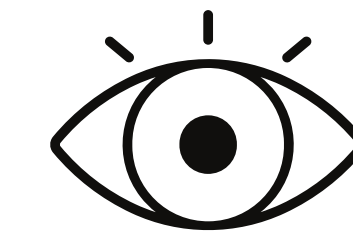


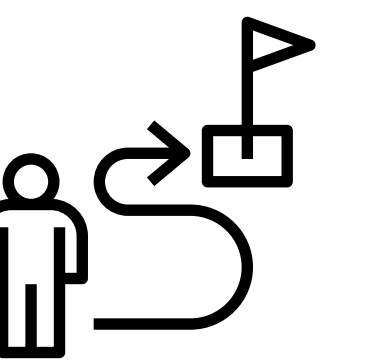
## Purpose

- What is the social benefit of our organization?
- What is our organization's raison d'être - its license to operate?
- What is our organization's co-responsibility in solving socio-ecological challenges?
- What difference does our organization want to make against social-ecological challenges (e.g. climate crisis)?
- With which attitude does our organization want to face social-ecological challenges?



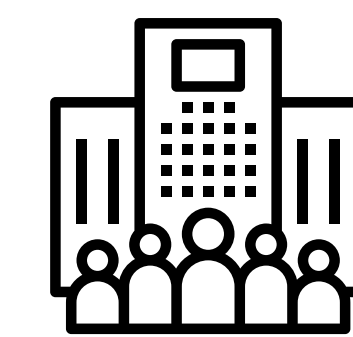
## Vision & mission

- What contribution should our organization make to the socio-ecological transformation of the economy?
- What added value does our organization offer for the common good?
- What concrete contribution does our organization make to achieving sustainability goals in 2,5 and 10 years?
- How can our vision be achieved in concrete terms? What sustainability principles (sufficiency, consistency, efficiency) can be used to achieve this?
- How can we anchor the values of our organization in mission and vision?



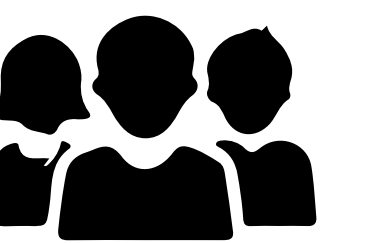
## Form

- What types of companies do you know? What makes a company for you?
- What are critical voices around business forms and companies? Are there other forms of business that allow us to make decisions more freely?
- How can we anchor social and ecological values in our organization?
- Who should benefit if our organization is (economically) successful?



## Corporate culture

- Who should be able to make decisions in our organization? What does our decision-making structure look like?
- How can employees be actively involved in change processes?
- Do employees have a point of contact for ideas and suggestions for improvement?
- Is participation clearly encouraged and rewarded? Is there a fixed format for it?
- Can employees identify with the values of the organization?



## Products and Services



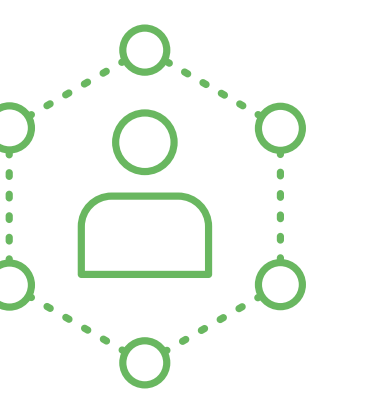
- How do we enable our customers to consume in an environmentally and socially responsible way? What role does our range of products and services play in this?
- How can we make our product, service or business model (more) sustainable?
- Is our product design aligned with sustainability criteria (e.g. low resource use, durability, reparability)?
- How can we experiment with our product or service portfolio? Can we, for example, offer products as a service instead of selling them?

## Customer (loyalty) and marketing



- Who are our customers and what distinguishes them? How does ecological, economic and social sustainability influence their purchasing decisions?
- What formats or marketing tools can we use to reach new customers?
- How transparent and credible are our marketing measures and claims?
- What formats or instruments can we use to encourage customers to consume more sustainably (e.g. information campaigns, sufficiency campaign)?

## Stakeholder



- Which stakeholders are relevant to our organization? How does our organization's activity affect others?
- What environmental and social value does our organization create for these stakeholders?
- How can we maximize social value for stakeholders through our activity?