

ROADMAP CANVAS FOR SUSTAINABILITY

A tool to create a roadmap, for the sustainable ambitions of
an organization.

This tool was developed in collaboration with ESNS.

The canvas offers assistance to organizations that want to make sustainability part of their organization, but could use help in the planning process, with the goal of boosting the transition to a sustainable organization.

In this project we look at the possibilities of the organization. Where are the opportunities and what needs to be done to get it done. With a pragmatic step-by-step approach, the canvas provides insight into the process and an overview of the associated actions. In doing so, we look at both strategy and the culture in the organization.



We explore the three factors that are part of achieving your goal and take into account the development opportunity and speed of the organization, we need to step out of the comfort zone, but be aware of the stress zone.



<https://trainingindustry.com/articles/performance-management/comfort-stretch-and-dont-panic/>

3 STEPS

The model contains three steps to follow

Step 1: Inventory of current status in the organization

Step 2: Elaborate sustainable ambitions

Step 3: Create and communicate the long-term plan

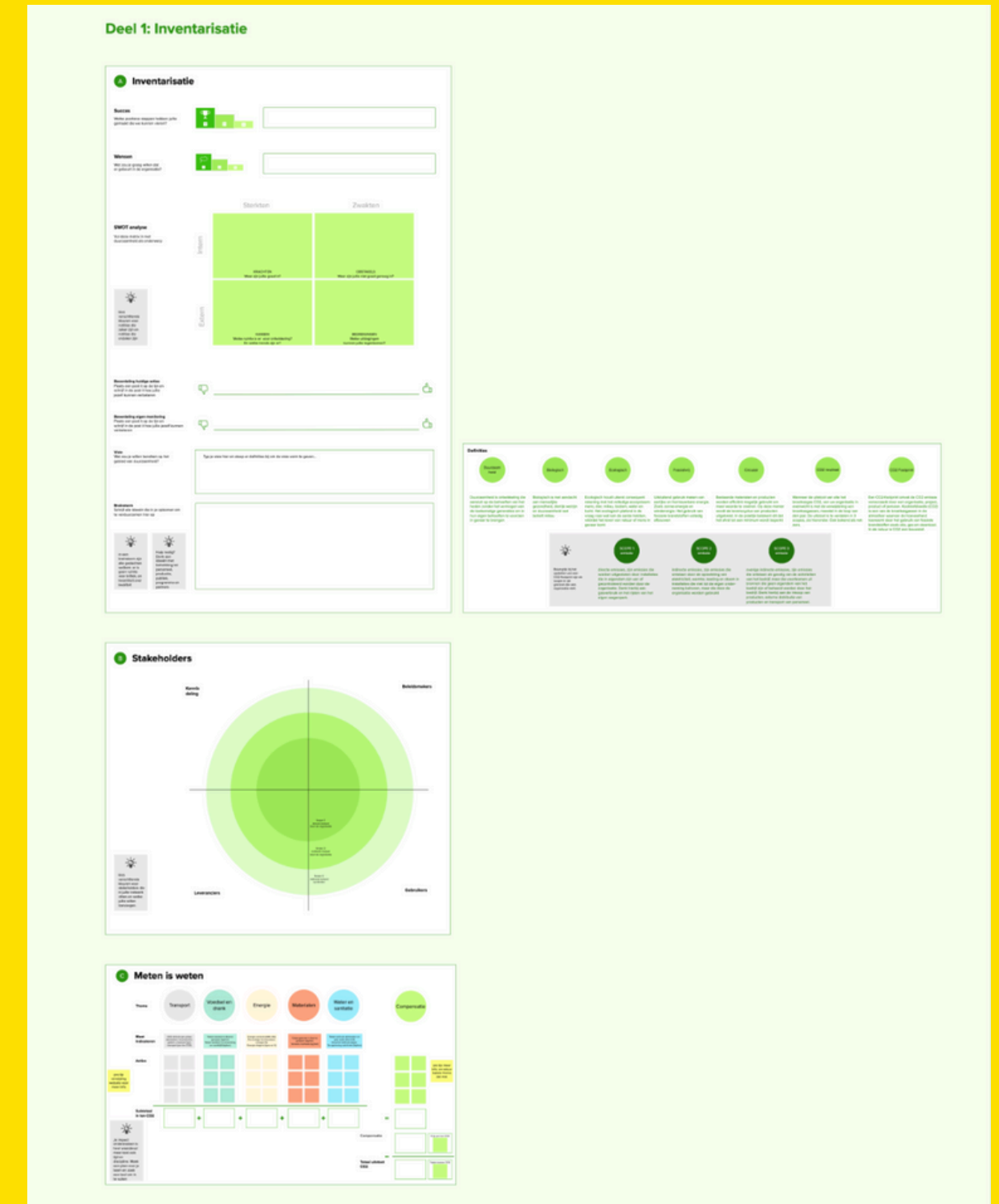


STEP 1: INVENTARISATION

What has happened to date in the area of sustainability

Where are the strategic opportunities in the organization

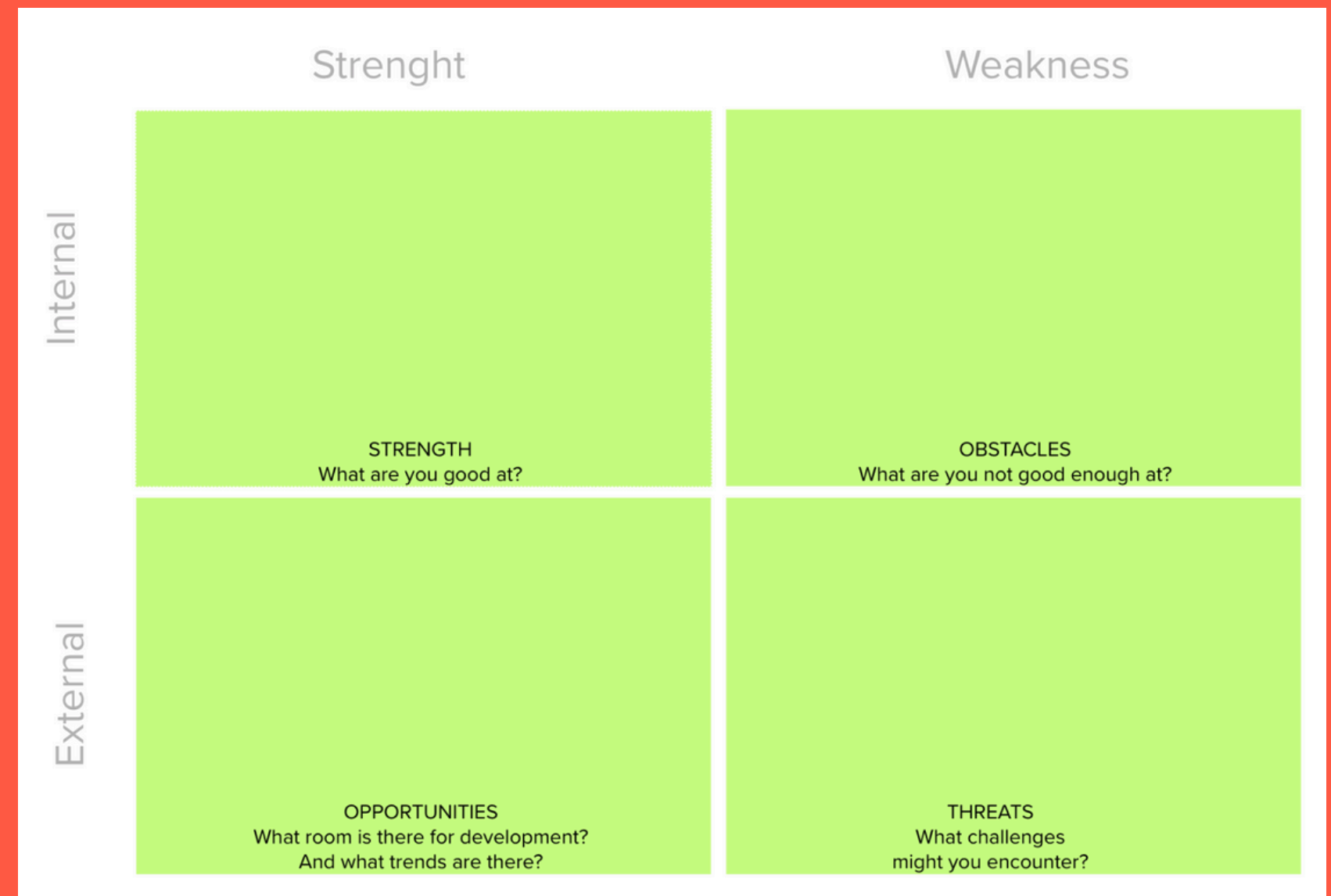
Who are key stakeholders for the organization



After an inventory of wishes and successes, we look at the strategic possibilities from within the organization

What are the internal strengths and weaknesses and externally the opportunities and threats?

Are there any blockages and growth possibilities in the organization?
And what knowledge is already there, or is still needed?



When there is a clear picture of the wishes and the strategic possibilities, we build a common vision. In this first draft we set out where the organization wants to go with regard to this theme and which definition we use.

We will edit this vision during the steps to make it in line with the roadmap.

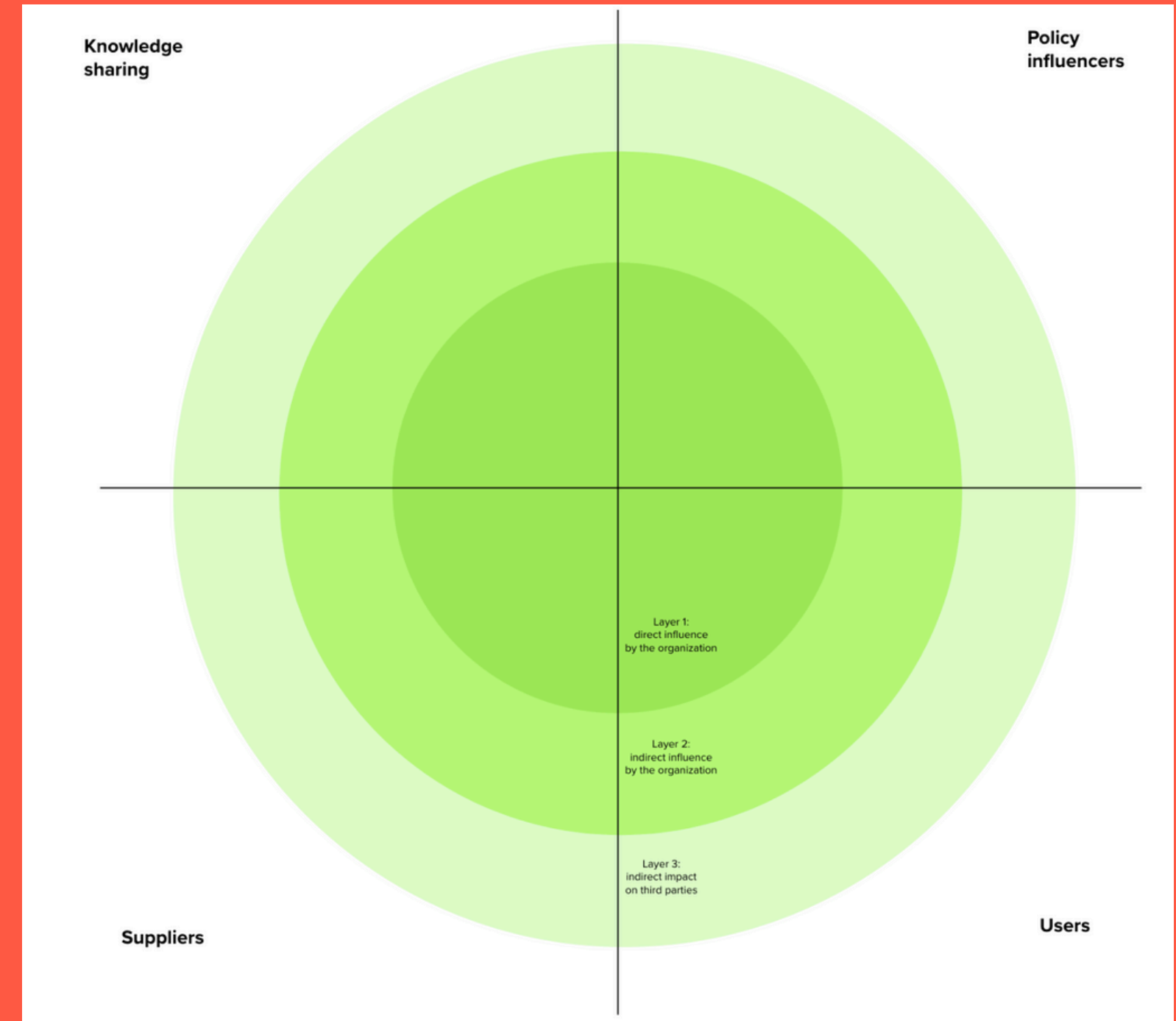


We make an overview of the stakeholders, which we divide into four forms of collaboration:

- knowledge sharing
- policy makers
- users
- suppliers

We look at 3 layers

- direct influence from the organization
- indirect influence from the organization
- indirect influence on third parties



STEP 2: SUSTAINABLE AMBITIONS

Choose which theme is important to you

Write down the ambitions for each theme

Make a schedule and formulate actions

Deel 2: ambities en uitvoering

Thema keuze

Thema 1: Milieu
Thema 2: Maatschappij
Thema 3: Economie
Thema 4: Cultuur
Thema 5: Diversiteit
Thema 6: Gezondheid

Thema 1: Milieu

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Ambities coden

Thema 1: Milieu
Thema 2: Maatschappij
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Planen

Thema 1: Milieu
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Doen

Thema 1: Milieu
Thema 2: Maatschappij
Thema 3: Economie
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Interne organisatie

Thema 1: Milieu
Thema 2: Maatschappij
Thema 3: Economie
Thema 4: Cultuur
Thema 5: Diversiteit
Thema 6: Gezondheid

Ambities coden

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Planen

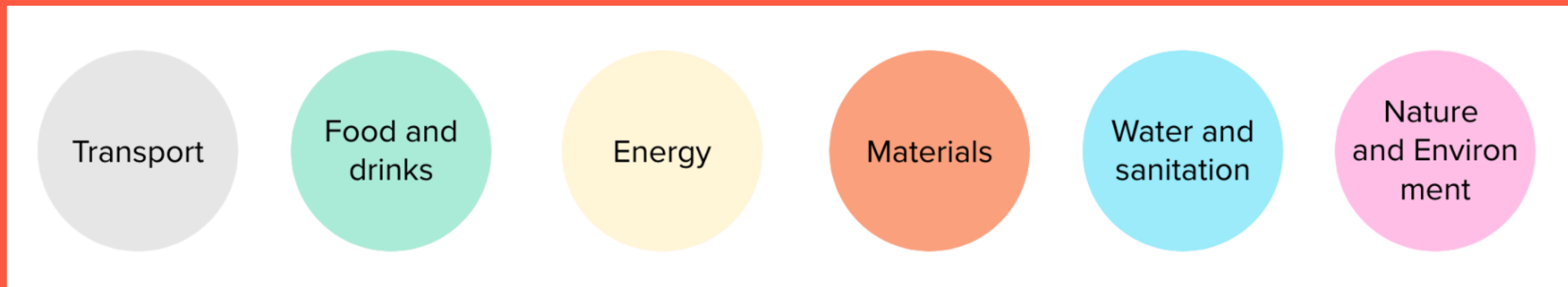
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Doen

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It's good to create focus and don't take on too much work at once, so next to low hanging fruit, we advise to take on two theme's dive into.

To choose the themes to highlight, we look at which theme the organization can make the most impact on and which you from the organization consider very important.



We continue to create ambitions on this theme.

We do this on the base of three questions:

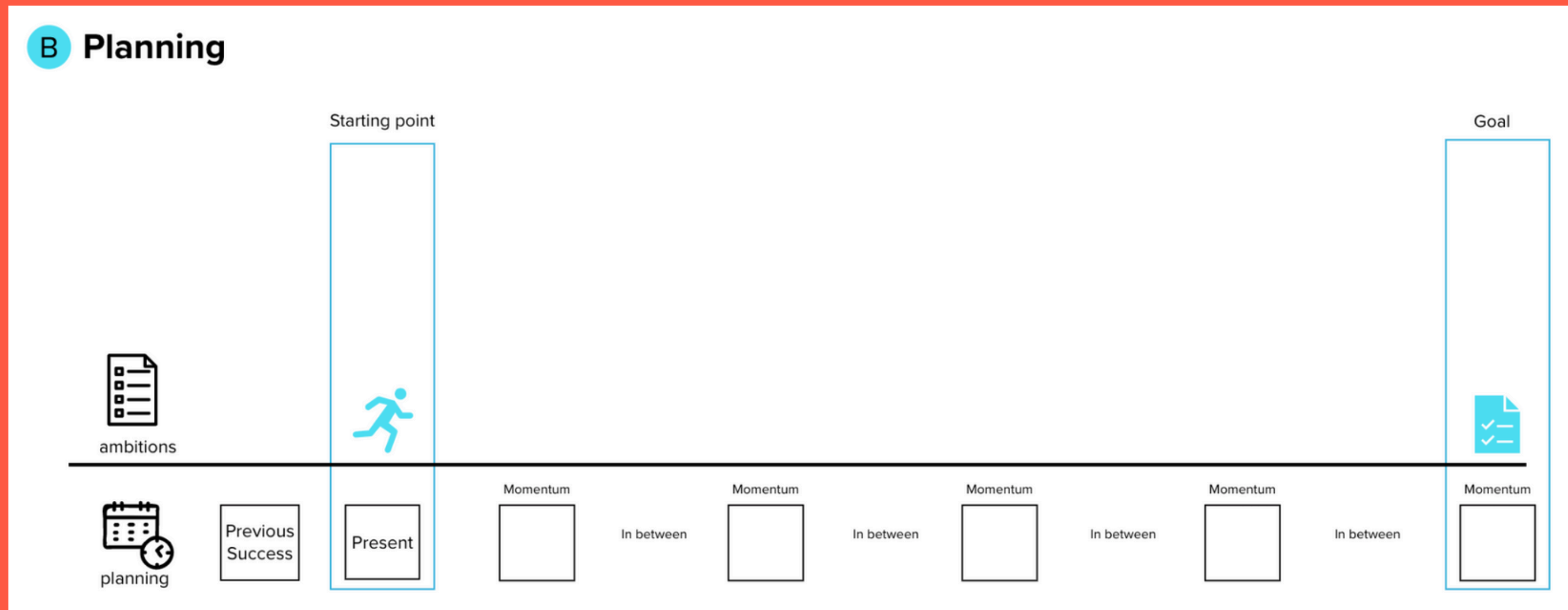
- Where is reduction to be applied in procurement?
- What sustainable alternatives can be used?
- How can we make the use efficient?

We divide the ambitions on a scale of priority.



By then putting the ambitions on a timeline, we get an overview.

We divide them by feasibility in the organization and whether the ambition has priority but also on how much you can achieve per periode.



Each ambition is linked to a person who takes responsibility and keeps track of its status.

You can make the ambition more concrete through actions, a deadline and inventory of requirements.

B To do

	Ambitions	Actions	Responsible	Requirements	Deadline
1					
2					
3					
4					

STEP 3: OVERVIEW

Build your roadmap

What story do you want to tell
and to whom?

Part 3: Overview and sharing

A Roadmap - creating a multi-year plan



B Communication Plan

Target Group
Write down the different target groups you have as an organization

Internal	External

Positioning
In what way do you want to position yourself in the area of sustainability?

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Time of value
The time of value is the style in which you communicate - the way in which you as a company address your target group in all your communications

Target Group	Time of value	Intention	Style	Events

Media
Write down specific actions on each medium to communicate the story around sustainability

Website	Social media	Print



Once you've looked at the ambitions you created per theme, you have an idea what you can achieve over the next years. Look at the overarching goals and put this into a multi-year plan. Create a goal and combine it with a target so you have something to achieve. This can also be done for all theme's based on your estimations.



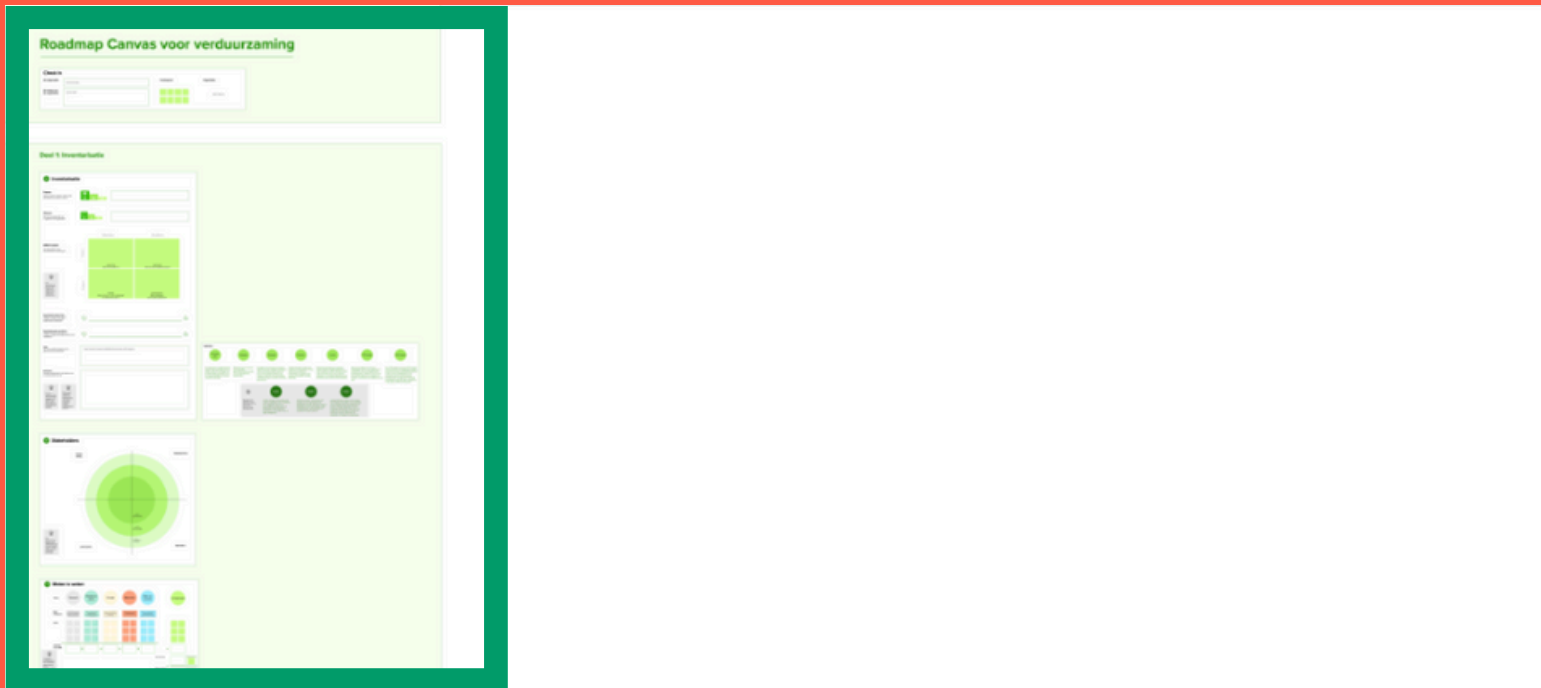
Following the new ambitions we look at the story you want to tell about your audience and other target groups

We look at what tone of voice suits you and where and how you want to express yourself towards them.

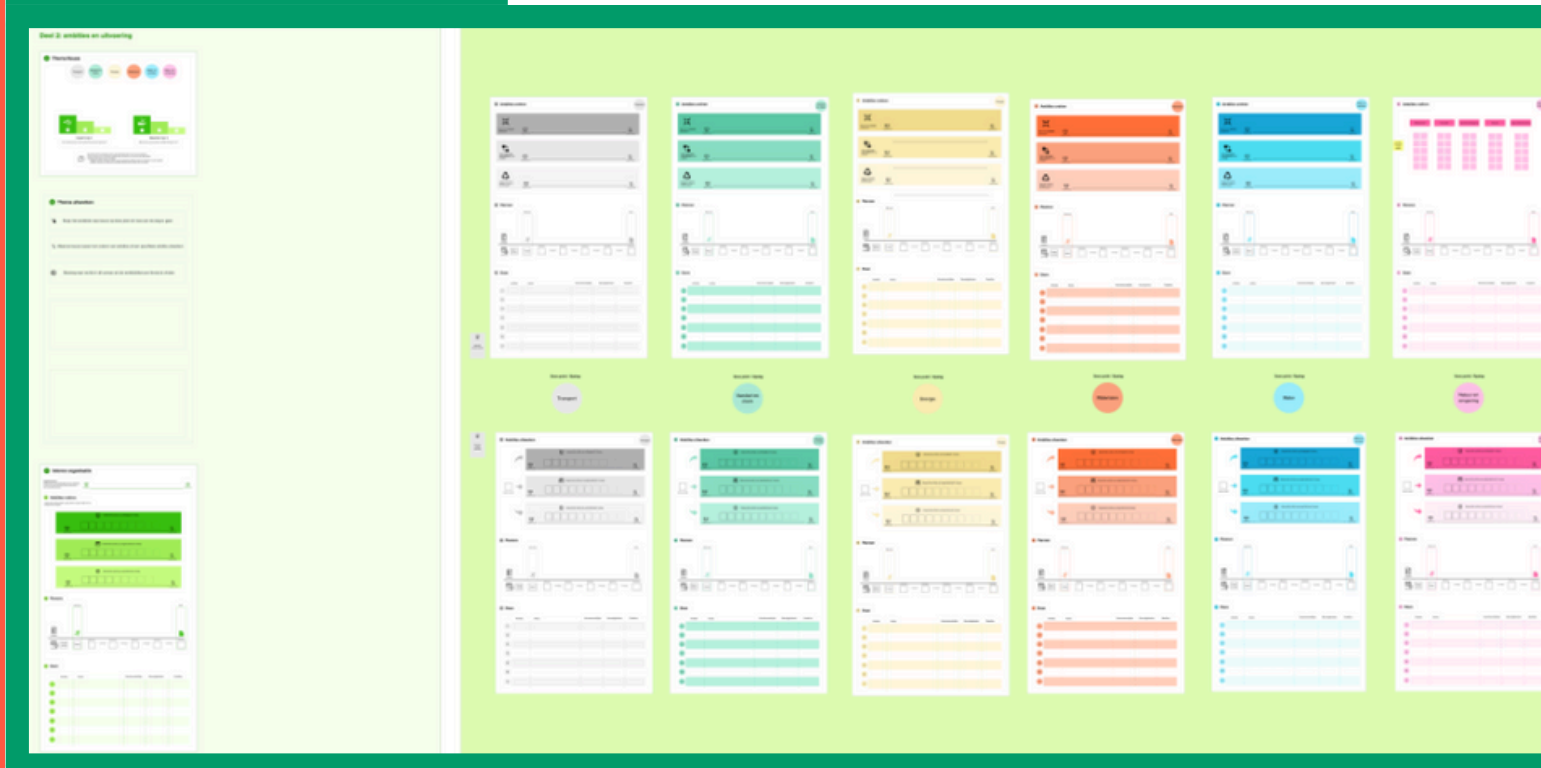
Tone of voice
The tone of voice is the style in which you communicate - the way in which you as a company address your target group in all your communications

	Target Group	Tone of voice	Intention	Do's	Dont's
👤👤👤					
👤👤👤					
👤👤👤					

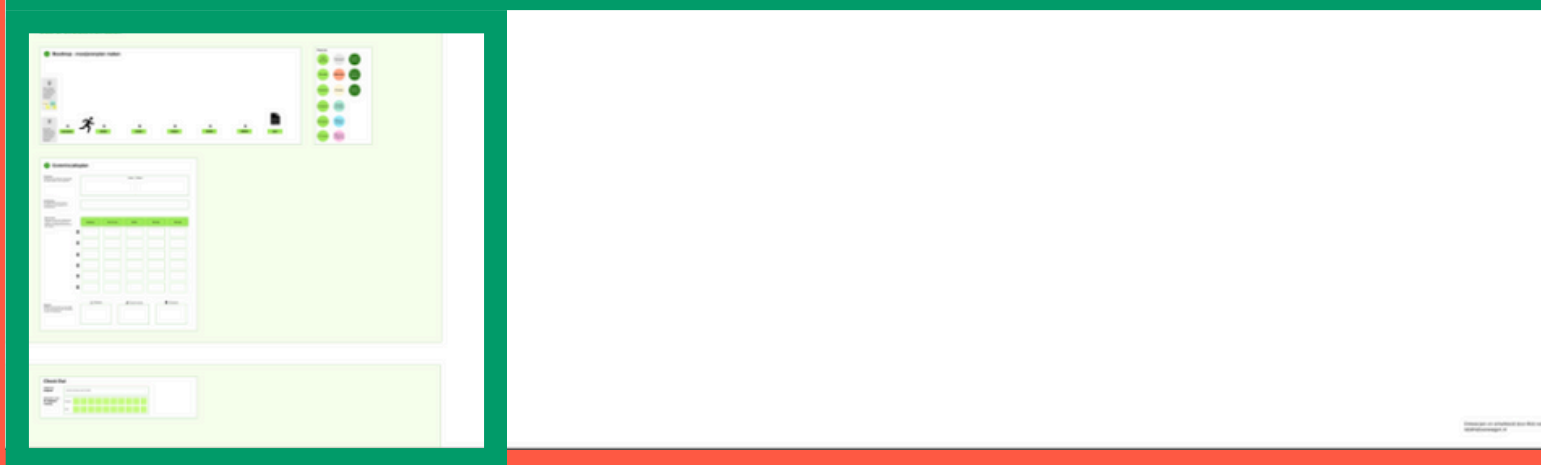
Step 1:



Step 2:



Step 3:



FOR ALL YOUR QUESTIONS

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