DTU

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EcoSD Workshop Introduction

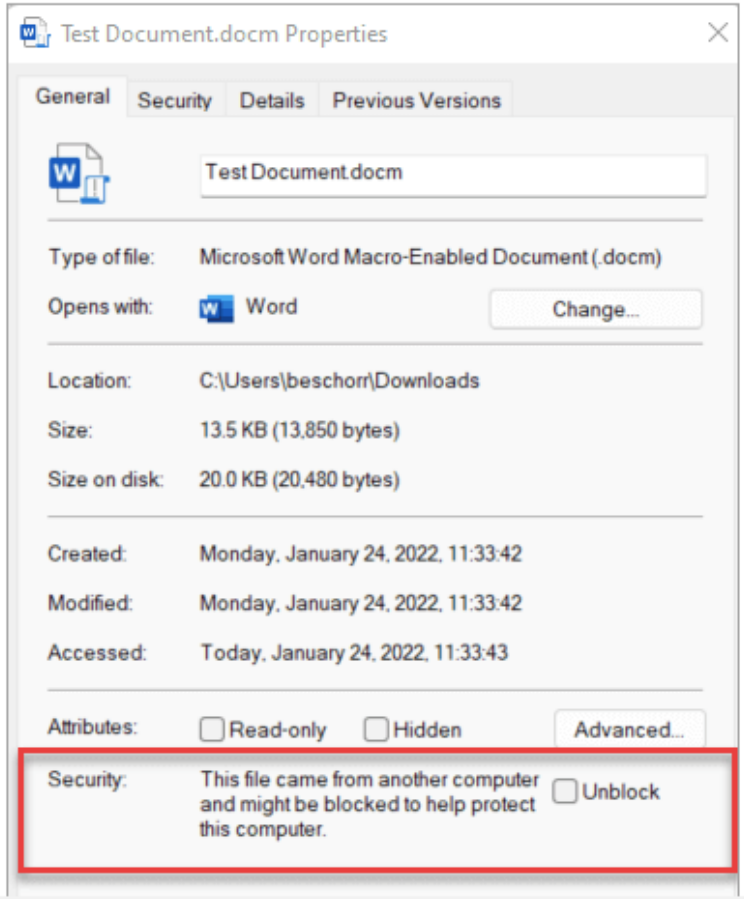
Before we begin:

- Please open the file,
- Allow macros,
- Click the button that says “RUN”

If it **doesn’t work** :

- Go to the file in downloads,
- Right-click the file,
- Go to properties,
- Unblock the checkbox and select ok

A potentially dangerous macro has been blocked



Agenda

- Goal of the workshop – 5 minutes
- Tool logic
- Instructions: steps of the tool – 15 minutes
  Please open Ecocloud
  Look for tool: ACENAT
- Group formation
- Workshop with discussions- 1 hour approx.
- Evaluation Survey – 5-10 minutes

WORKSHOP

Goal of the Workshop

- Know from participants how useful it is to guide companies at the strategic level,
- How relevant and important is it to know about the existence of principles for **their future strategies and sustainability journey,**
- How useful it is to have a **list of philosophy recommendations,**

RQ2. How can companies be guided strategically towards a philosophy(ies)?

RQ2. How to guide companies strategically towards these philosophies?

Inputs (Results from RQ1)

- Societal Needs
- Three Pillars
- Business Processes

Interactive Tool Developed

Outputs

- Recommendation of philosophies
- Key principles of the philosophies
- Preliminary list of strategies and tools*
- List of associations, policies, and initiatives linked to the philosophies, as examples.

RQ2. How to guide companies strategically towards these philosophies?

- Societal Needs;
- Three Pillars;
- Business Processes

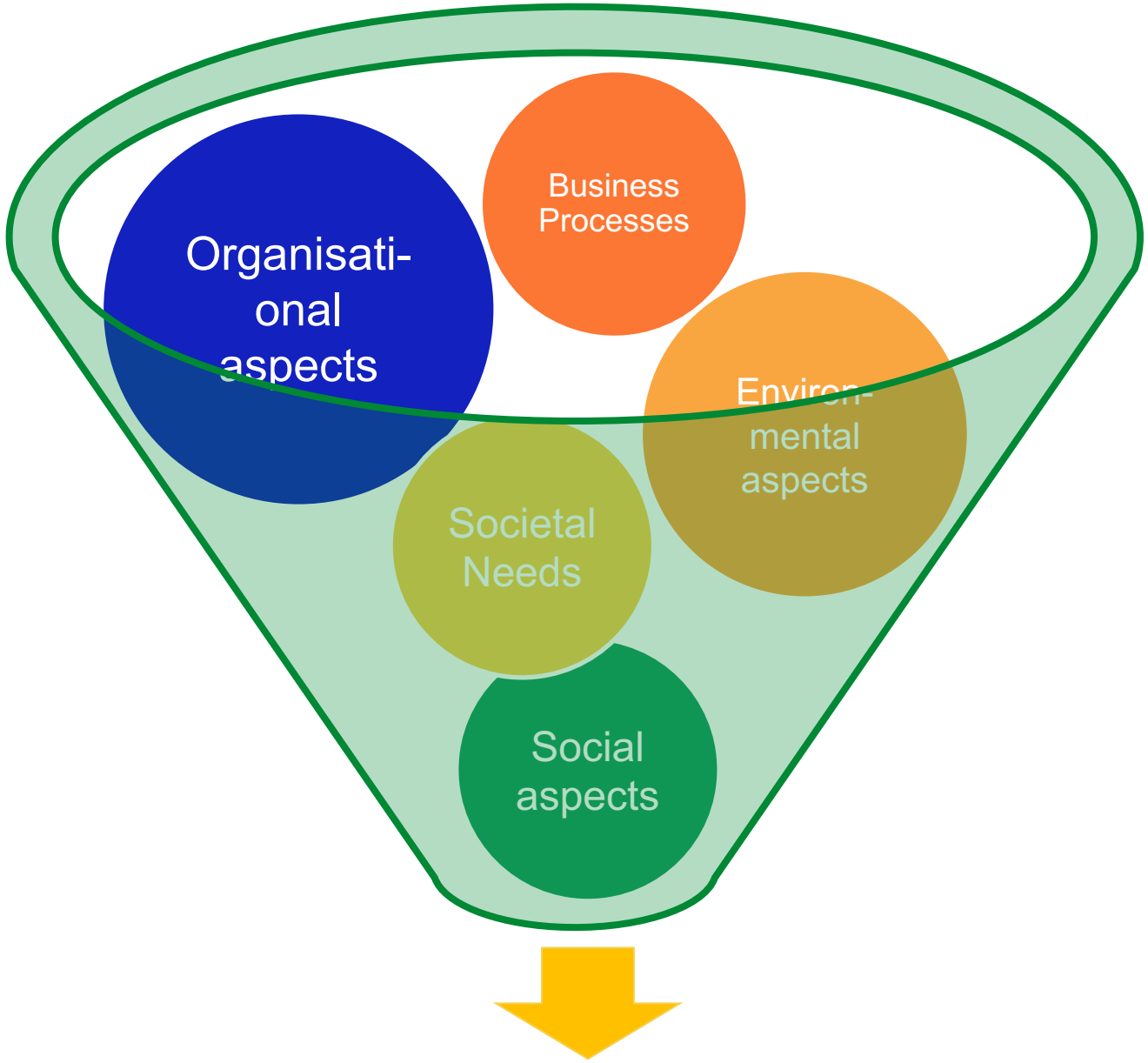
- Recommendation of philosophies;
- Key principles of the philosophies;
- Associations, policies, and initiatives

- Selected principles;

Our focus for today's exercise

RQ2. How to guide companies strategically towards these philosophies?

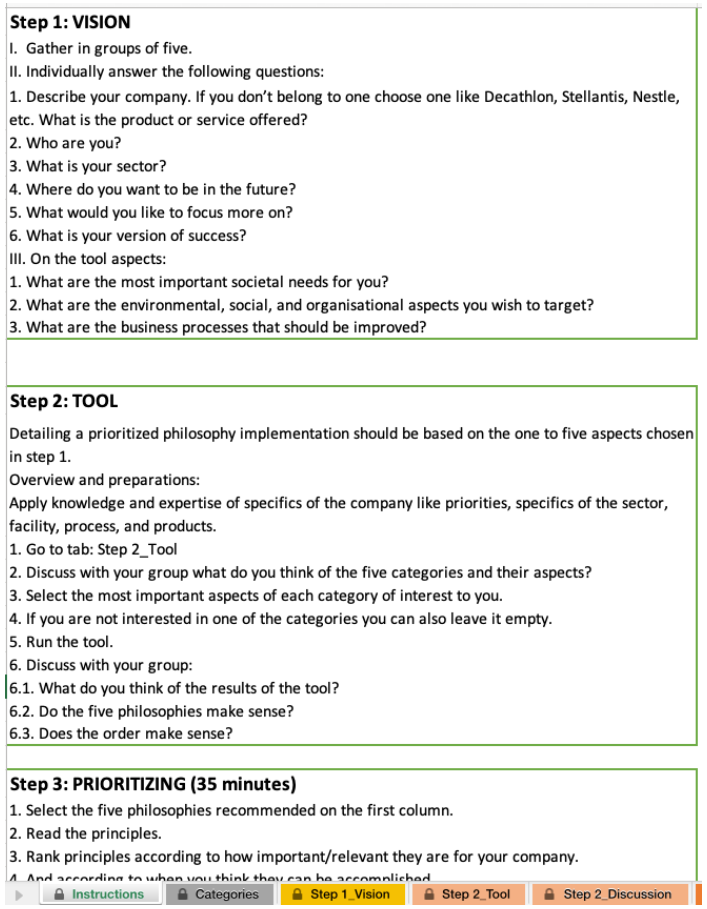
Tool



Recommendation of Philosophies with their Principles

Instructions

1. Go to the Ecocloud
2. Vision
3. Interactive Tool
   a) Societal Needs
   b) Environmental aspects
   c) Social aspects
   d) Organisational aspects
   e) Business processes
4. Prioritisation
5. Evaluation



Step 1: VISION

I. Gather in groups of five.

II. Individually answer the following questions:

1. Describe your company. If you don't belong to one choose one like Decathlon, Stellantis, Nestle, etc. What is the product or service offered?
2. Who are you?
3. What is your sector?
4. Where do you want to be in the future?
5. What would you like to focus more on?
6. What is your version of success?

III. On the tool aspects:

1. What are the most important societal needs for you?
2. What are the environmental, social, and organisational aspects you wish to target?
3. What are the business processes that should be improved?

Step 2: TOOL

Detailing a prioritized philosophy implementation should be based on the one to five aspects chosen in step 1.

Overview and preparations:

Apply knowledge and expertise of specifics of the company like priorities, specifics of the sector, facility, process, and products.

1. Go to tab: Step 2_Tool
2. Discuss with your group what do you think of the five categories and their aspects?
3. Select the most important aspects of each category of interest to you.
4. If you are not interested in one of the categories you can also leave it empty.
5. Run the tool.
6. Discuss with your group:

6.1. What do you think of the results of the tool?

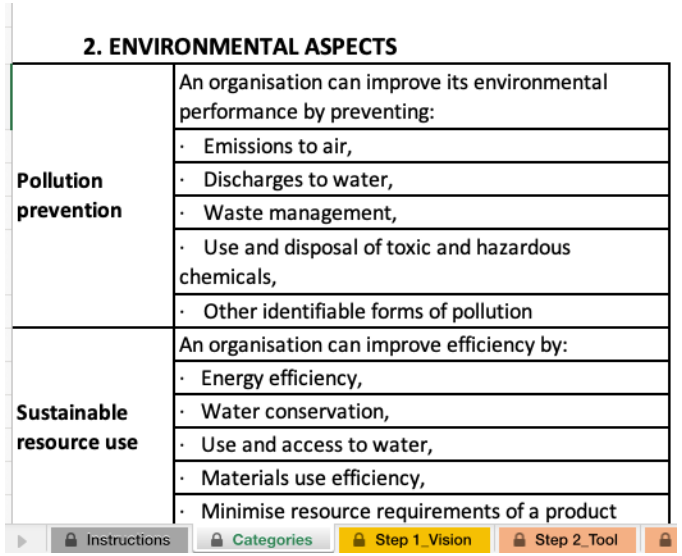
6.2. Do the five philosophies make sense?

6.3. Does the order make sense?

Step 3: PRIORITIZING (35 minutes)

1. Select the five philosophies recommended on the first column.
2. Read the principles.
3. Rank principles according to how important/relevant they are for your company.

Instructions | Categories | Step 1_Vision | Step 2_Tool | Step 2_Discussion



2. ENVIRONMENTAL ASPECTS

Pollution prevention	An organisation can improve its environmental performance by preventing:
	· Emissions to air,
	· Discharges to water,
	· Waste management,
	· Use and disposal of toxic and hazardous chemicals,
	· Other identifiable forms of pollution
Sustainable resource use	An organisation can improve efficiency by:
	· Energy efficiency,
	· Water conservation,
	· Use and access to water,
	· Materials use efficiency,
	· Minimise resource requirements of a product

Instructions | Categories | Step 1_Vision | Step 2_Tool

Step 1: Vision

10 minutes

1.
2.
3.
4.

	A	
1	**Step 1: VISION (5 minutes)**	**Answers**
2	I. Gather in groups of five.	
3	II. Individually answer the following questions:	
4	1. Describe your company. What is the product or service offered?	I work in ...
5	2. Who are you?	

1.
2.
3.
4.

Instructions | Categories | Step 1_Vision | Step 2_Tool | Step 2_Discussion | Step 3_Prioritizir

Listo | Accesibilidad: es necesario investigar

Step 2: Tool

15 minutes

1. Select the most important aspects of each category of interest to you.
2. If you are not interested in one of the categories, you can also leave it empty.
3. Run the tool.
4. Discuss with your group:
    1. What do you think of the results of the tool?
    2. Do the five philosophies make sense?
    3. Does the order make sense?

Step 2: Tool

15 minutes

Abbreviations

AS Absolue Sustainability
BE Blue Economy
CC Conscious Capitalism
CE Circular Economy
DE Doughnut Economics
DET Degrowth
FE Foundational Economics
FSSD The Natural Step or Framework for Strategic Sustainable Development
GE Green Economy
NC Natural Capitalism
PBs Planetary Boundaries
SDGs Sustainable Development Goals
SSE Solidarity Economy
SuE Sufficiency Economy
TBL Triple Bottom Line

1. BEFORE running the tool discuss with your group:

1. What do you think of the considerations taken for the development of the tool?
2. What do you think of the five categories and their aspects?
3. Do the five philosophies make sense?

Societal Needs	Communication	Providing a mix of equipment and technology ranging from personal mobile devices to data centres.	☐
	Consumables	Products that can be consumed like refrigerators, clothing, detergents, and synthetic materials, etc.	☐
	Healthcare	Produce, provide or use capital equipment such as x-ray machines, pharmaceuticals, hospital outfitting, disposables and homecare equipment.	☐
	Housing	Includes the construction of construction and maintenance of residential houses.	☐
	Mobility	Provide or use materials to build transport technologies and vehicles like cars, trains and aeroplanes.	☐
	Nutrition	Includes agricultural products such as crops and livestock.	☐
	Services	Provide education and public services to commercial services like banking and insurance.	☐
Environmental aspects	Climate change mitigation and adaptation	For mitigation, identify direct and indirect sources of GHG emissions, measure and report them, implement measures to reduce and minimize them and realize energy savings wherever possible. For adaptation, consider future global and local climate projections, identify opportunities to avoid or minimize damages, and implement measures to respond to existing or anticipated impacts.	☐ ☐
	Pollution prevention	Prevent emissions to air, discharges to water, implement waste management, use and dispose toxic and hazardous chemicals.	
	Protection of the environment, biodiversity and restoration of natural habitats	Value and protect biodiversity, restore ecosystem services, use land and natural resources sustainably, advance environmentally sound urban and rural development.	☐
	Sustainability Reporting	Inclusion of issues related to sustainability in company reports.	☐
Business processes	After-sale service	Services for operating, upgrading, repairing, or managing produces.	☐
	Business model	Value creation, value capture, and value delivery for all its stakeholders through its entire value network.	☐
	End-of life operations	Managing a product at the end of its use cycle (e.g., through reuse, remanufacture, refurbishing, repurposing) or at the end of its life (i.e., for recycling, energy recovery, or nutrient recovery).	☐
	Marketing	Overseeing an organization's marketing program, campaign planning and annual strategic planning activities.	☐
	Product development	Design of products and supportive services, including material selection, product architecture, assembly processes, planning sale, and product distribution.	☐
	Production and operations	Sourcing of materials, material processing, component manufacture, product assembly, packaging, and logistics.	☐
	Research and development	Directing research, new product development, processes, and technologies, and also improving existing products, services.	☐
	Supply chain	Starting with unprocessed raw materials and ending with the final customer using the finished goods.	☐

Clean

Run

Recommended philosophies

Instructions | Categories | Step 1_Vision | Step 2_Tool | Step 2_Discussion | Step 3_Prioritizing | Step 4_Evaluation

Accesibilidad: es necesario investigar

Step 3: Prioritizing

30 minutes

1.
2.
3.
4.
   –
   –

Instructions:

1. Select the five philosophies recommended and apply it in the first column.
2. Read the principles.
3. Rank principles according to how **important/relevant** they are for your company.
4. And according to **when** you think they can be **accomplished.**

   Relevance: not at all (0) to very high (5),
   Principle can be achieved in…
   = ≥ 5 years,
   = between 1 and 5 years,
   = < 1 year

your company.

Philosophy	No.	Principles	How relevant is this principle to your company? 0= Not at all 1= Very Low 2= Low 3= Medium 4= High 5= Very High	In what time span accor 1 = Principle can be ach 2 = Principle can be achi 3 = Principle can be ach
Absolute Sustainability	1.1	all human activities and actors their total environmental impact collectively should stay within the SOS´s carrying capacity		
Absolute Sustainability	1.2	in order to avoid this exceedance whilst making operational for a company, the share of the carrying capacity of the SOS can be either to an individual company or sector		
Absolute Sustainability	1.3	the carrying capacities must be comprehensive and consider all potential environmental issues relevant for sustainability		
Blue Economy	2.1	Restore, protect and maintains the diversity, productivity, resilience, core functions, and intrinsic value of marine ecosystems		
Blue Economy	2.2	village-based subsistence economies; sustainable revenue generation; intra- and inter-generational equity, recognition of diverse values		
		Community engagement: participatory and co-management, local ownership;		

Instructions | Categories | Step 1_Vision | Step 2_Tool | Step 2_Discussion | Step 3_Prioritizing | Step 4_Evaluation

Step 4: Group Plenums

30 minutes

Discuss with your group (10 minutes):

- What do you think are the most promising philosophies? Why?
- What did you learn from this exercise?
- How would you use this information to move forward?
- What are the new findings for these philosophies?

Group presentation (10 minutes)

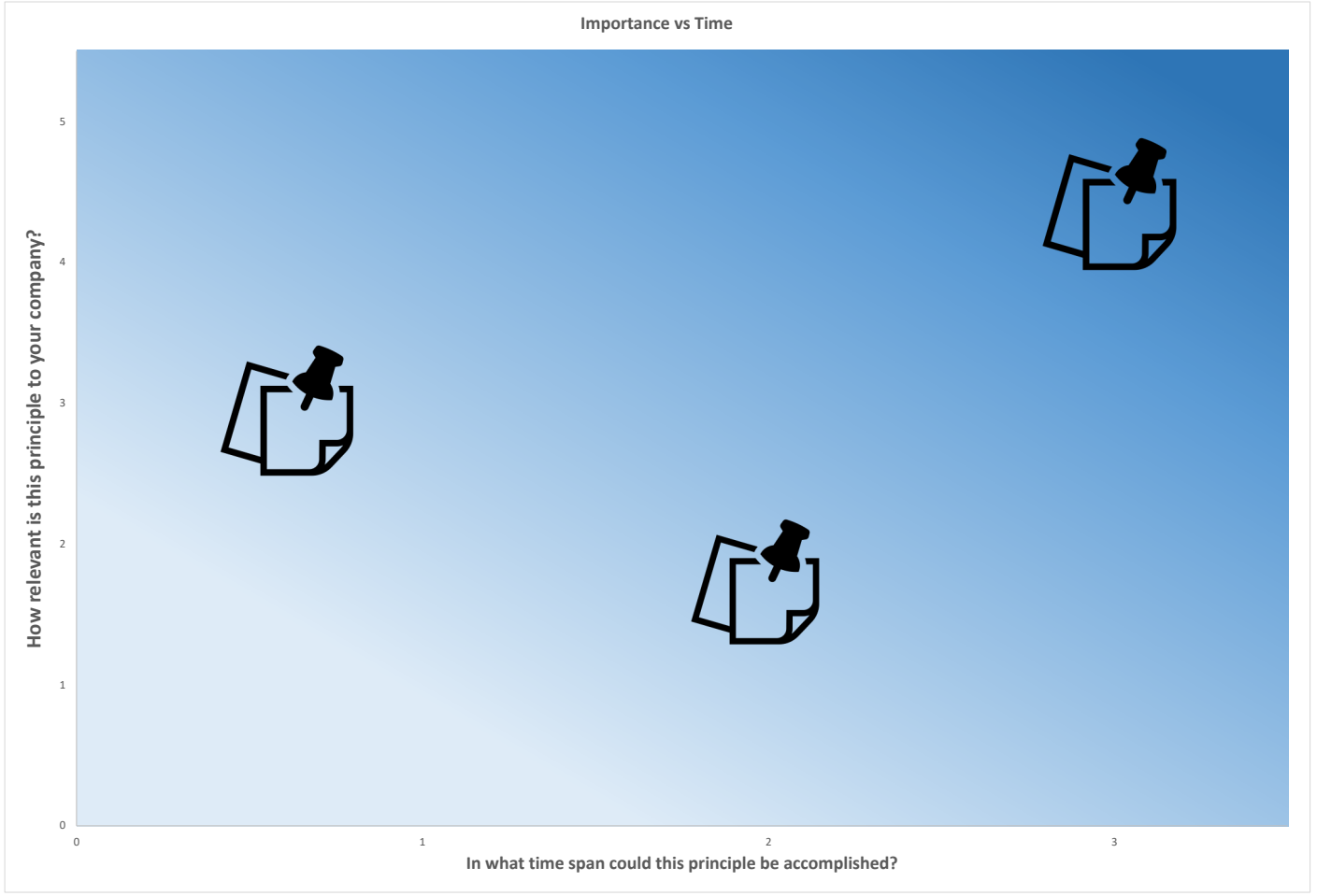
Step 5: Survey

5-10 minutes

https://docs.google.com/forms/d/e/1FAIpQLSdbc24Qk4J18G-CgZiEPcrOf7QGgLSV551w_3AKARMxQI1jAg/viewform?usp=sf_link

Any questions?

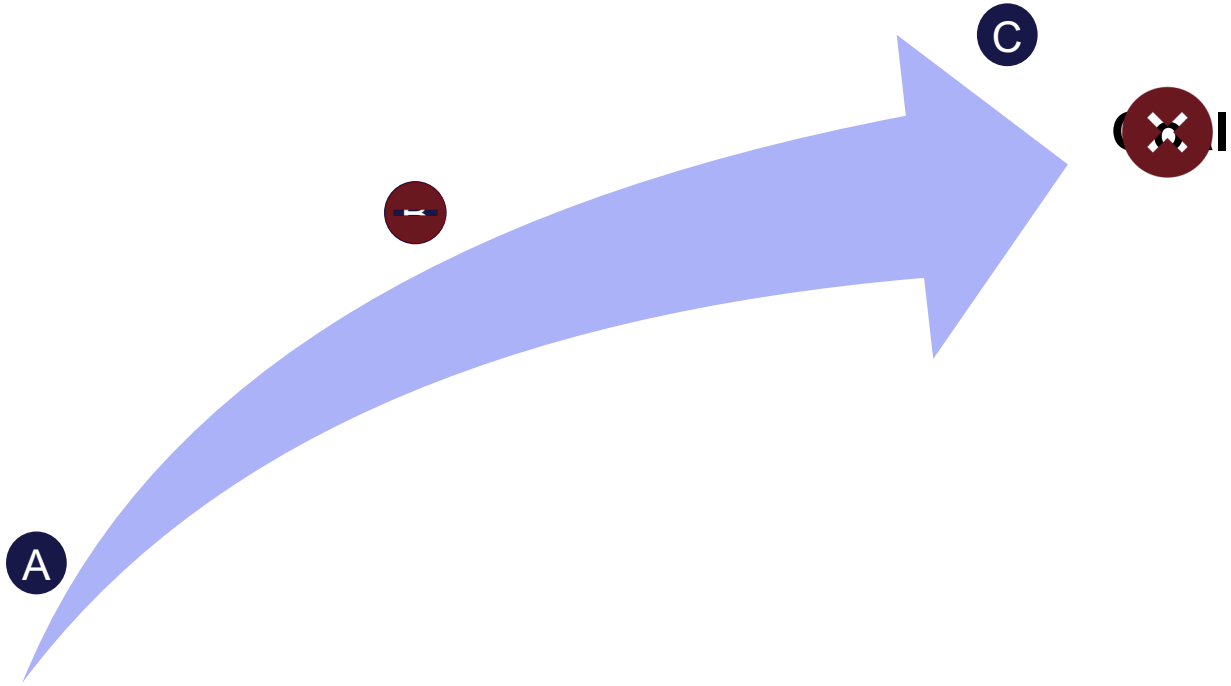
What will I do with the results?



What will I do with the results?

RQ3. How can companies activate the resources they have to fully implement the philosophies and their principles?

Develop a new **methodology on strategic implementation for sustainability transition** by performing a back-casting approach.



Any questions?

Let’s Begin!

Thank you for your time!

Merci! ¡Gracias!

If you are interested in part 2, contact me at liana@dtu.dk