

THE BUSINESS ECOSYSTEM DOUGHNUT -REPORT-
COMPANY - [REDACTED]

DESIGN VALUE
CREATE VALUE
CAPTURE VALUE
DESTROY VALUE
SPREAD VALUE
SHARED VALUE

35%

YOUR COMPANY HAS REACTIVE IMPACT

EFFORT NEEDED!

CONTACT DETAILS
For more information about an extensive Assessment and workshops, email thom.van.amersfoort@gmail.com.

LEARN IN THE REST OF THE REPORT YOUR SPECIFIC SCORES AND HOW YOU CAN IMPROVE YOUR IMPACT

BLOCK 1 DESIGN VALUE	BLOCK 2 CREATE VALUE	BLOCK 3 CAPTURE VALUE
<p>REACTIVE IMPACT 48%</p> <p>EFFORT NEEDED The business case of your company has a REACTIVE approach towards sustainable impact.</p> <ul style="list-style-type: none"> Strong points: <ul style="list-style-type: none"> The mission and value proposition have a strong sustainability aspect Next focus: <ul style="list-style-type: none"> Make the vision more clear Adopt the sustainability proposition in your company culture as well as B2B marketing strategy Involve consumers more in the product and service design to raise awareness and promote sustainable consumption behaviour with every product sold 	<p>PRIORITY</p> <p>REACTIVE IMPACT 35%</p> <p>EFFORT NEEDED The daily operations of your company have a REACTIVE approach towards sustainable impact.</p> <ul style="list-style-type: none"> Strong points: <ul style="list-style-type: none"> Within the key activities, standards are held and specific sustainability factors measured Next focus: <ul style="list-style-type: none"> Measure and compensate CO2 create a clear sustainability measurement dashboard Set HR KPI's and run campaigns on issues such as Diversity and Inclusion Start making a Stakeholder Analysis and focus on impact and influence Map value chain and set strict supplier ESG criteria through Code of Conduct Start internal awareness campaigns on, and make Building & Assets greener 	<p>REACTIVE IMPACT 42%</p> <p>EFFORT NEEDED The financial stability of your company has an REACTIVE approach towards sustainable impact.</p> <ul style="list-style-type: none"> Strong points: <ul style="list-style-type: none"> Strong operating efficiency in the margins of sustainable product Liquidity and financial goal setting are stable Next focus: <ul style="list-style-type: none"> Start quantifying and monetizing social and ecological aspects in daily operations. Make financial reports transparent and add negative and positive externalities in accounting. Focus on long-term solvency, sustainable investors and increase your shares to improve resilience of the company

BLOCK 4 DESTROY VALUE

REACTIVE
IMPACT

39%

EFFORT NEEDED

The approach of the company towards negative externalities on sustainable impact is REACTIVE.

- Strong points:
 - There is a base-line in measuring negative affects and controlling standards
 - All basic regulations are abided
- Next focus:
 - Start publishing Sustainability Reports. Create an publish clear policy and goals
 - Focus on social negative externalities and start mapping
 - Start choosing sustainability over price, consumer freedom and profits

ATTENTION

BLOCK 5 SPREAD VALUE

REACTIVE
IMPACT

42%

EFFORT NEEDED

The approach of the company towards positive externalities on sustainable impact is REACTIVE.

- Strong points:
 - Certification labels are in place
 - R&D&I is focussed on sustainability
- Next focus:
 - Start with SDG mapping, setting KPI's for 2030 and publish on the website
 - Focus on your Partnering Portfolio, engage with partners on sustainability topics
 - Leverage sustainable impact efforts from your cost structure and engage your consumers
 - Look at spreading sustainable value for both ecological and social factors and engage your employees

BLOCK 6 SHARED VALUE

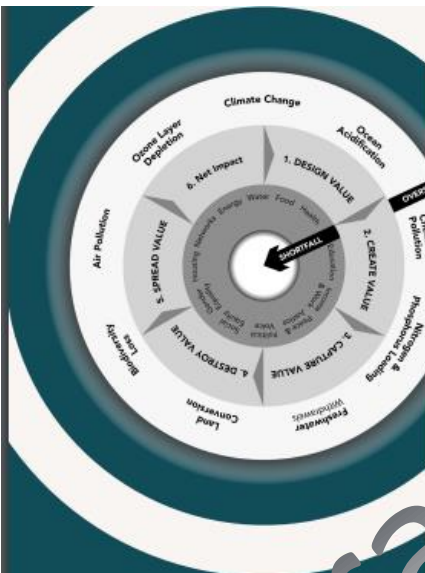
INACTIVE
IMPACT

14%

ATTENTION!

The approach of your company towards sharing value and sustainable impact broadly is INACTIVE.

- Strong points:
 - Knowledge on sustainable impact is available and occasionally shared
- Next focus:
 - Leverage Partnership Portfolio to scale sustainable impact
 - Adopt a position on responsibility within the market and beyond relating governments, civil society and businesses
 - Make a Materiality Assessment and publish this
 - Adopt a Moral/Ethical and Strategic Leadership approach as MT to engage entire company



THE QUESTIONNAIRE

This report will provided you with your answers and your specific scores on the six value blocks of the Business Ecosystem Doughnut. This score translates into *strong points* as well as the recommended *next focus* for your company within this block. As such, a general sustainable impact strategy is generated.

DOUGHNUT EXPLANATION

The Business Ecosystem Doughnut framework is based on Raworth's Doughnut Economy and the Inclusive Business Model. It allows you to assess and scale your sustainable position on micro, meso and macro level. The six value blocks such as general managerial questions are specified into practical questions in the questionnaire that you have filled in.

The inner circle represents the societal issues that you face on macro level and the outer circle the ecological issues. As such, the middle circle is the business operating space in which positive impact can be created. The three circles combined incorporate the 17 goals of the SDG Agenda.

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DECLARATION

This report provides a current standing report on the company's sustainable impact from the Business Ecosystem Doughnut Model perspective. The position is based on approximately ten questions per block. For an in-depth analysis of your company model wide or block specific, contact thom.van.amersfoort@gmail.com. As sustainability and company practices are changing it is best to conduct this assessment at least once a year.

This is the end of the report

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