

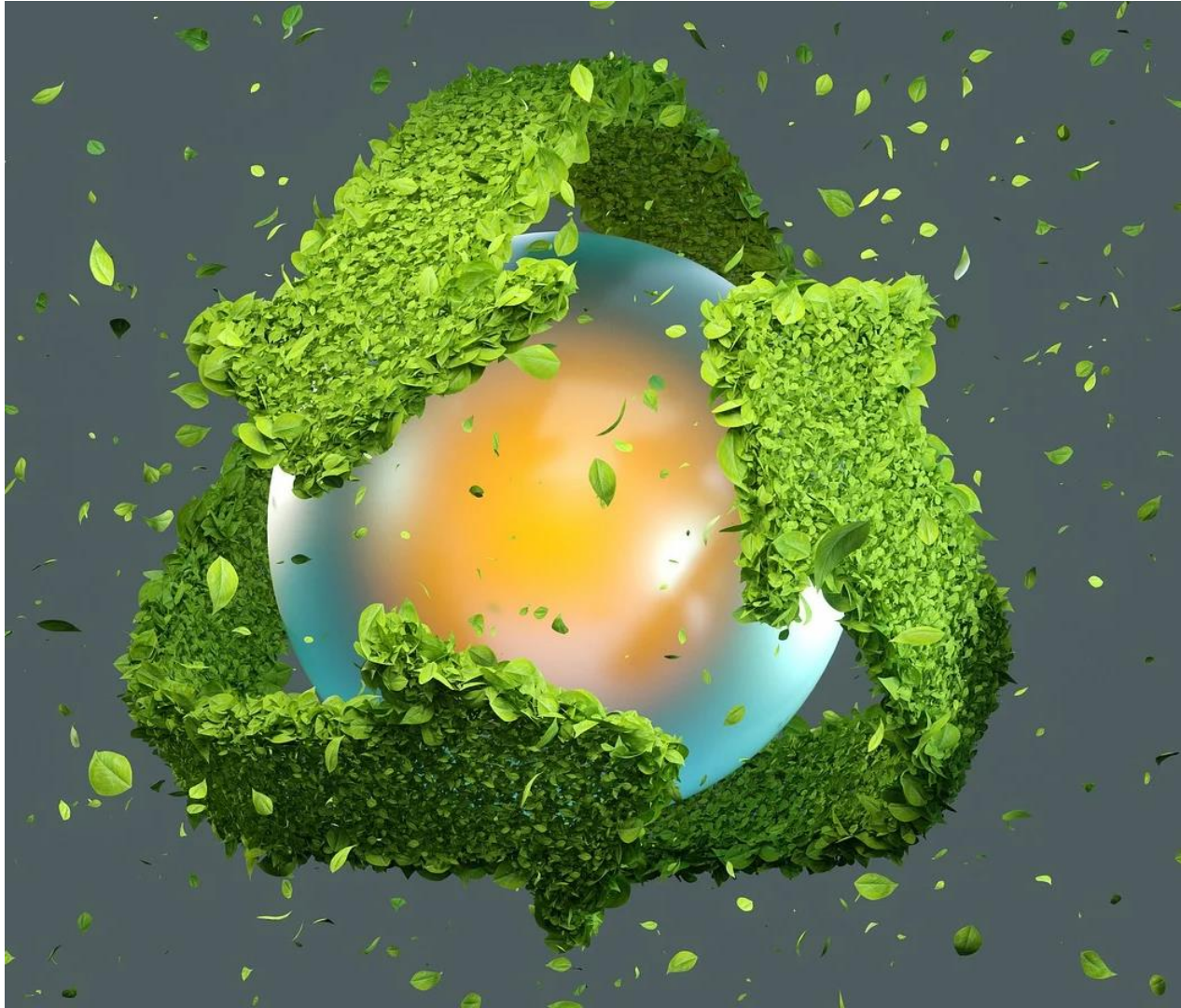


# Digital and Sustainable Business

Summer School 2024

12.08.-21.08.

leiva Bruksle



# SUSTAINABLE BUSINESS, CIRCULAR ECONOMY

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Ieva Bruskle

16.08.2024.

# To Solving Environmental Problems

- An approach that combines:
  - Technological development
  - Sustainable solutions promoting legal base
  - Good communication and travel infrastructure
  - Change of lifestyle





# SUSTAINABLE DEVELOPMENT GOALS



# New Business Reality



- Be green
- Be sustainable

# To be Green



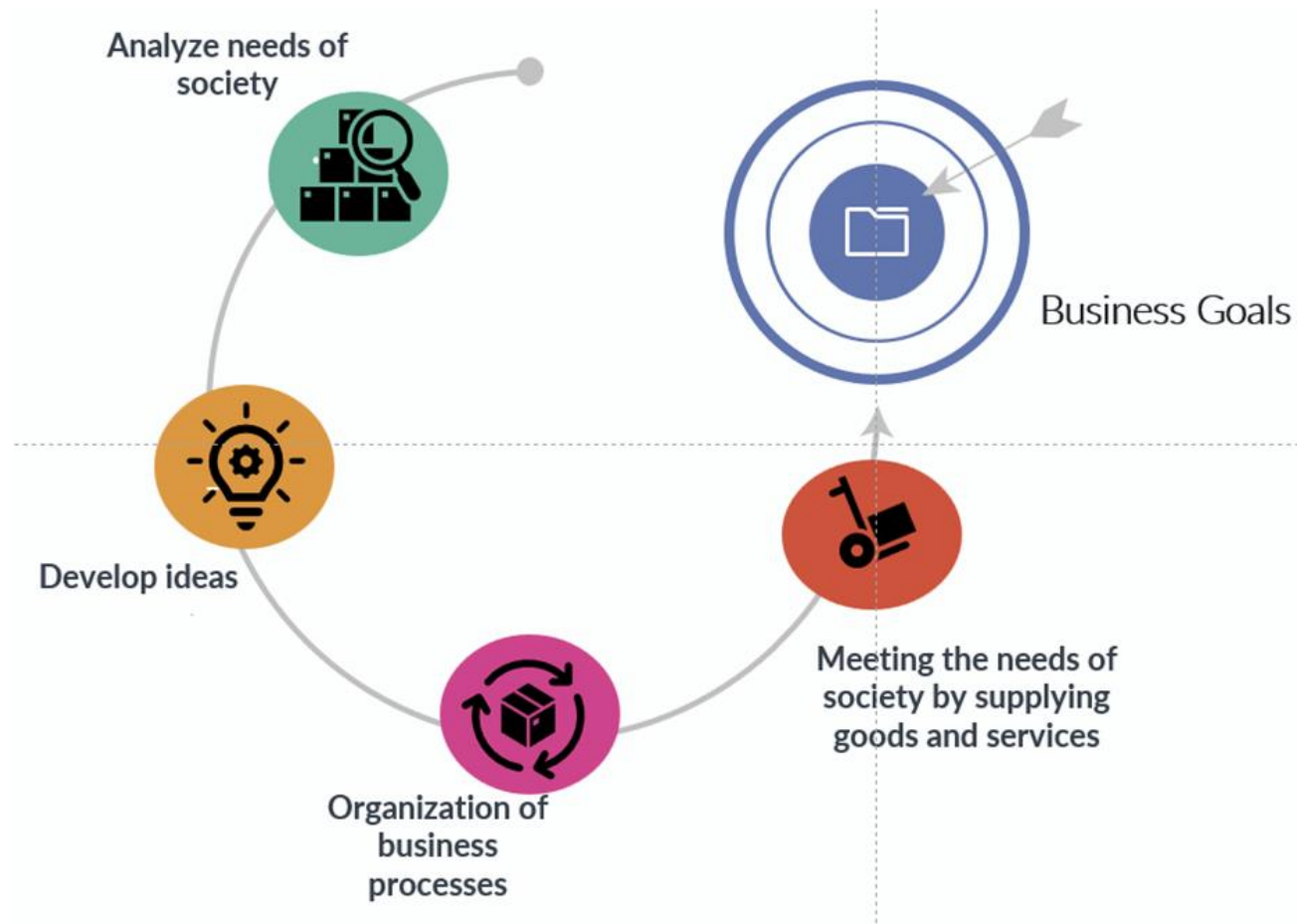
- What does this mean in business ?

# To be Sustainable



- What does this mean in business ?

# Entrepreneurship







# Sustainable entrepreneurship



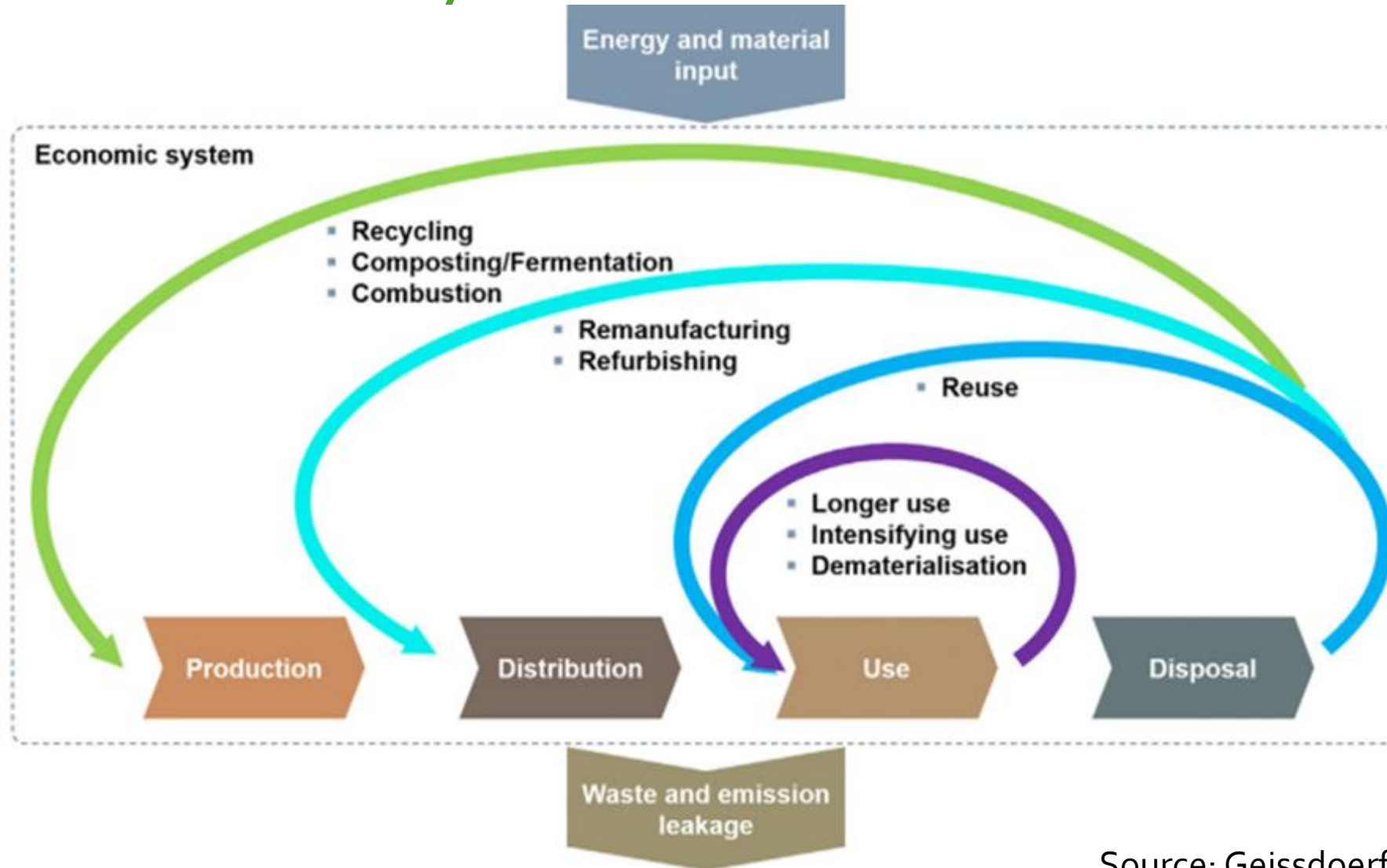
ESG



# Mapping SDGs to ESG

Source: Rupini, D. (n.d.). Berenberg.de

# Circular Economy



# Sustainability is on the Agenda of Latvian Companies

- Latvian Companies:
- Reducing the consumption of electricity, water and paper resources (72% of respondents )
- Ensuring equal opportunities for all employees (70%)
- Reduction of waste and its sorting (69%)
- Sustainable activities in company are economically advantageous (55% of respondents )



(Swedbank Survey)

# Paulig Sustainability Ambitions 2030

## AMBITION

70% of our net sales comes from products and services which enable the health and wellbeing of people and the planet

## AMBITION

100% of raw materials from high-risk areas come from sustainable sources verified by external parties



## AMBITION

50% less GHG emissions in our value chain

80% less GHG emissions from our own operations

All our packages will be recyclable and made from renewable or recycled materials

50% less food loss in our value chain

Our climate targets have been approved by the Science Based Targets initiative.



Key enablers: Resource efficiency, Transparency, Partnership, Dialogue, Data, Regenerative agriculture, Circularity



DRIVING AMBITIOUS CORPORATE CLIM



# Our Brighter Lives, Better World 2025 program

We aim to double our positive impact on the environment and society

		Doubling objectives	
Better World	Climate action	 	Double the pace we achieve the 1.5°C scenario of the Paris Agreement
	Circular economy		Double our Circular revenues to 32%
Brighter Lives	Food availability Safety & security Health & wellbeing	 	Double our Brighter Lives revenues to 32%
	Great place to work		Double our % of women in leadership to 34%

# Climate action – We are carbon neutral in our own operations

Own operations include emissions from:

- Manufacturing
- Offices and warehouses
- Logistics
- Business travel

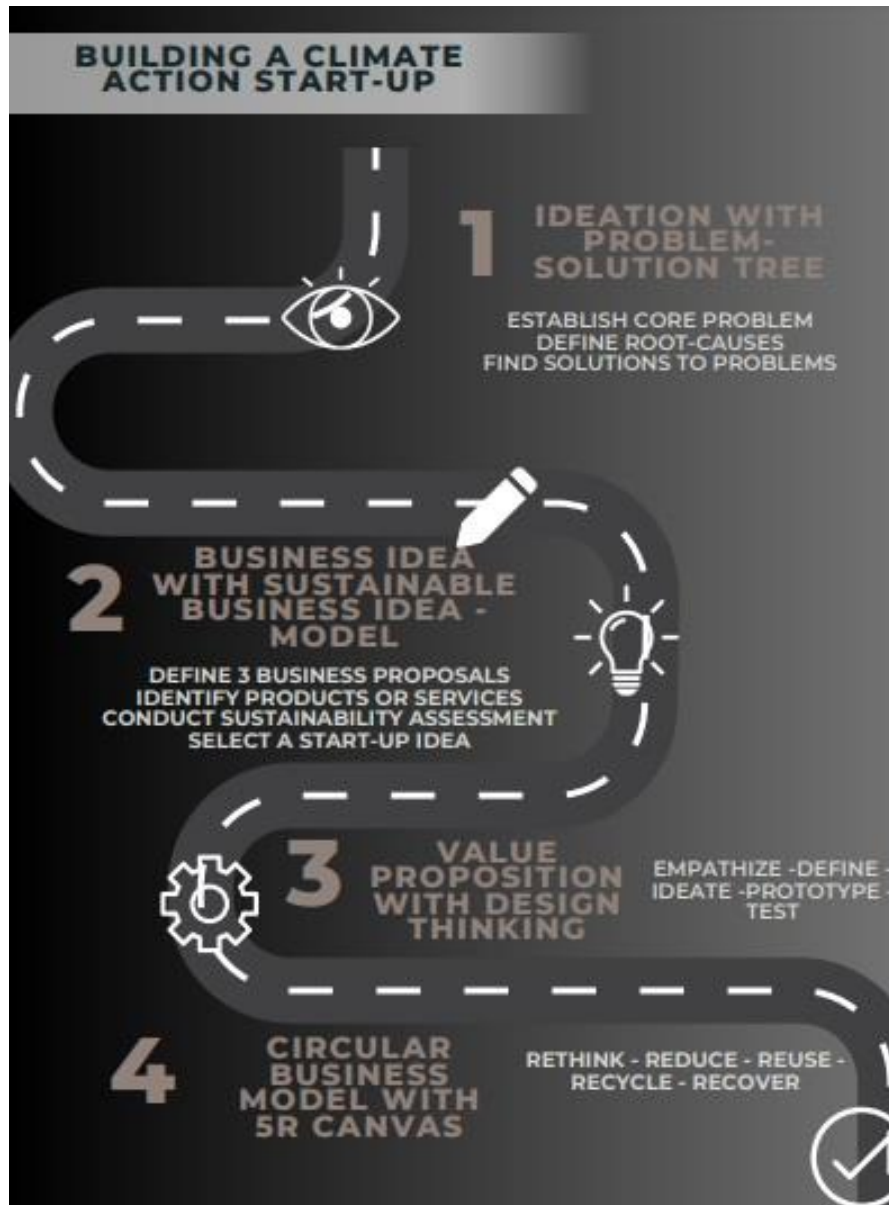
## Carbon footprint



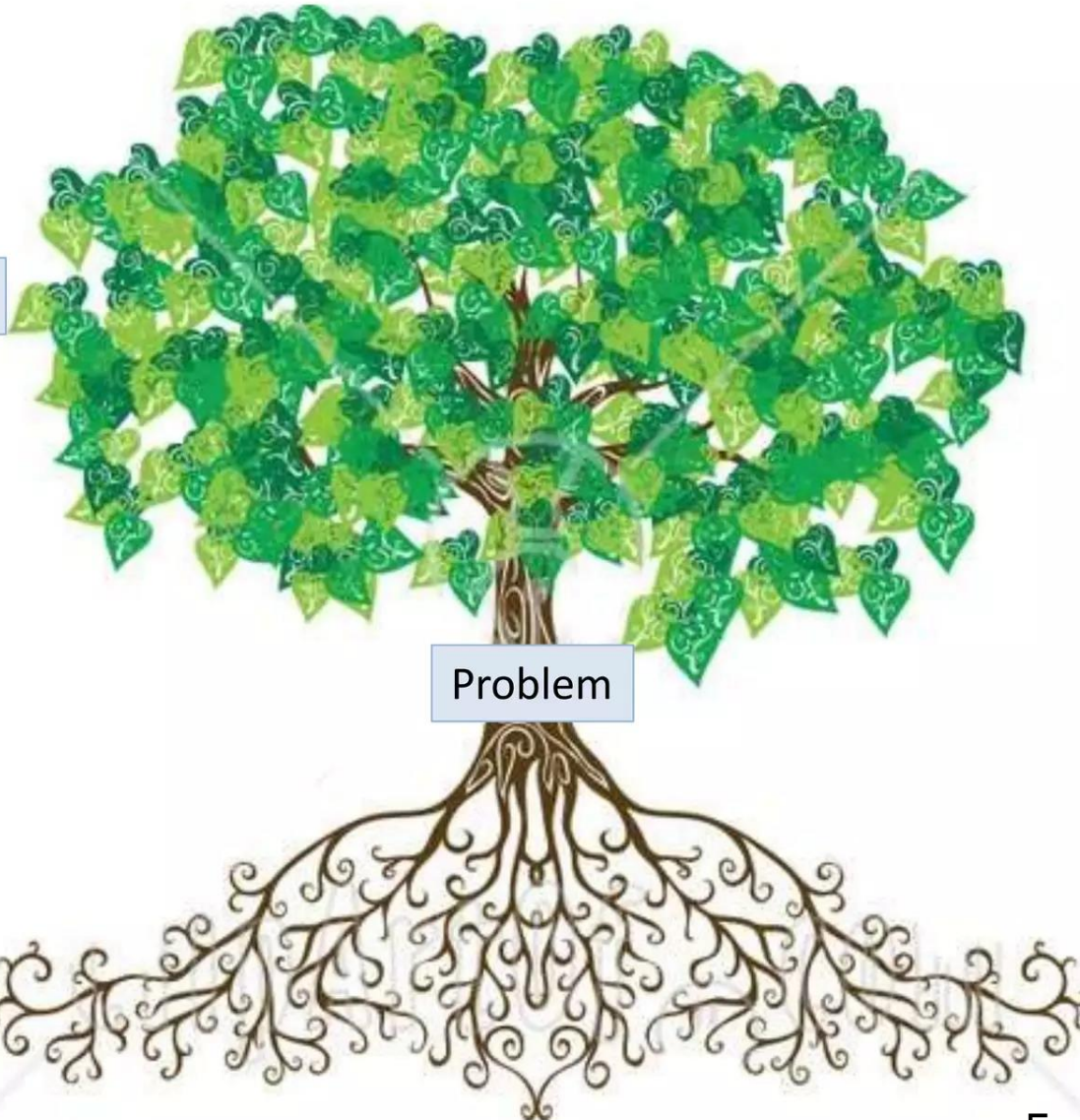


- ✓ **Recycle** paper, glass, plastic, metal and old electronics
- ✓ **Choose** reusable products. Use an eco-bag for shopping and a reusable water bottle or a cup to reduce your plastic waste
- ✓ **Buy** eco-friendly products. Read the packaging to see if products are produced in an eco-friendly way
- ✓ **Bike**, walk or take public transport
- ✓ **Consume** less meat and eat vegetarian for one day a week
- ✓ **Reduce** your use of paper. Avoid printing and substitute it with electronic devices
- ✓ **Engage** in additional sustainable activities not covered in this list.

# Acting sustainably



Consequences



Problem

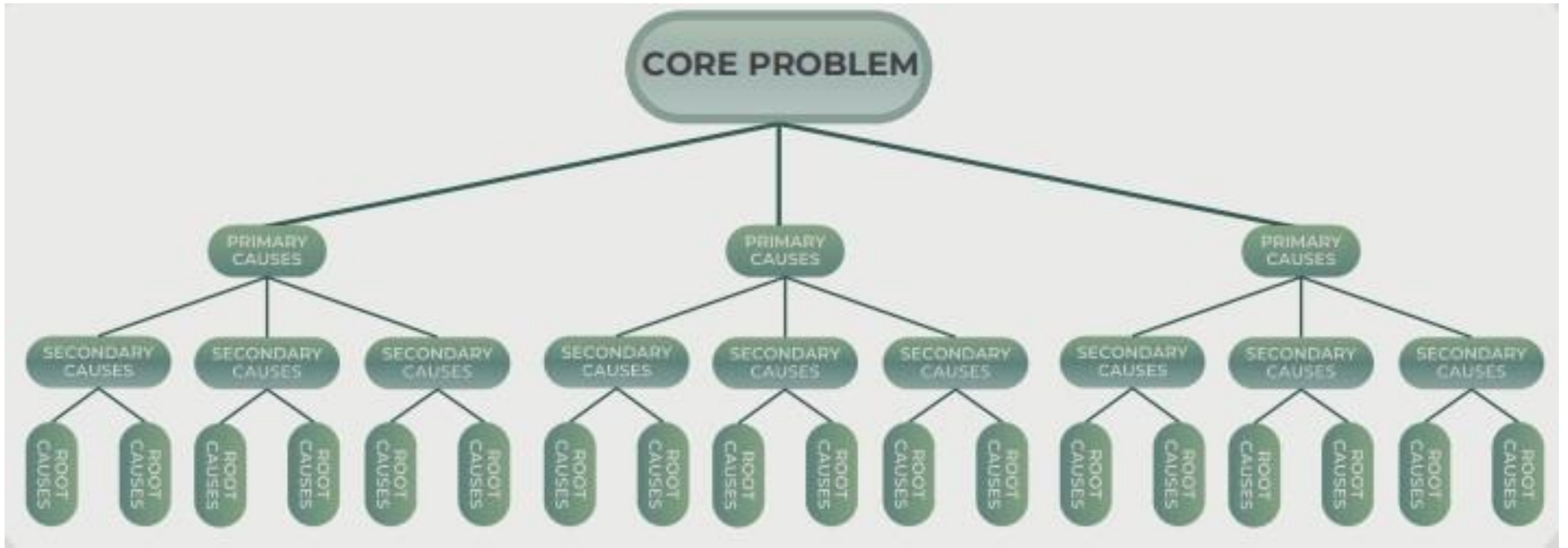
Causes

# Problem Solution Tree

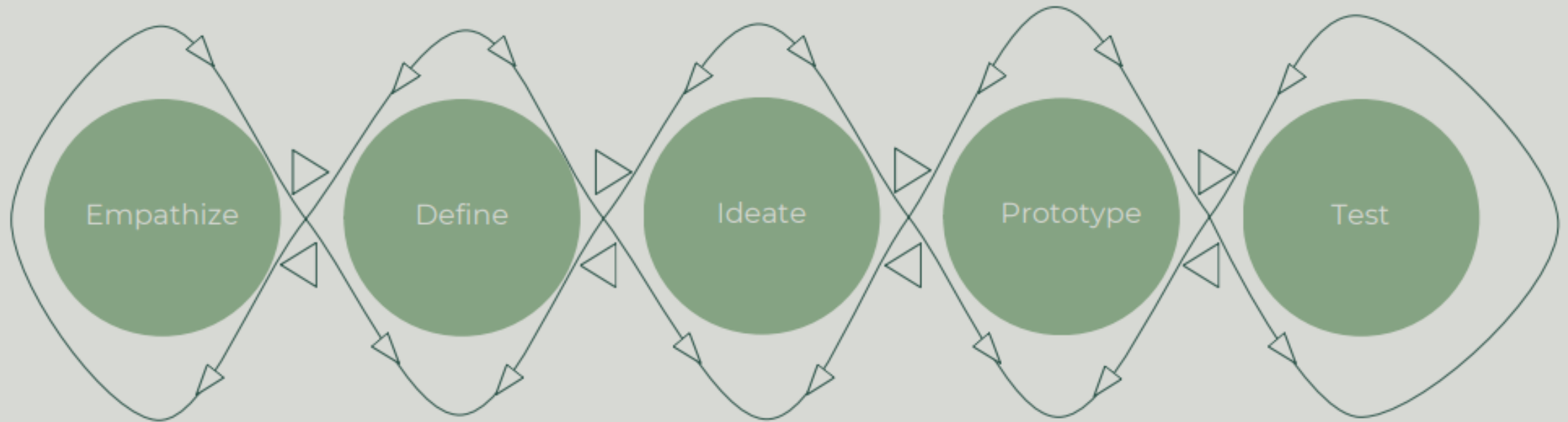
Explanation

<https://www.youtube.com/watch?v=JTtXfOPJ6zA>

# Problem tree



## Process / phases



# Impact Business Model Canvas Template

Problem Statement

Mission Statement

Key Partners

Key Activities

Value Proposition

Stakeholder Relationships

Stakeholder Segments

Key Resources

Channels

Cost Structure

Revenue Streams

Intended Impact

# Flourishing Business Canvas

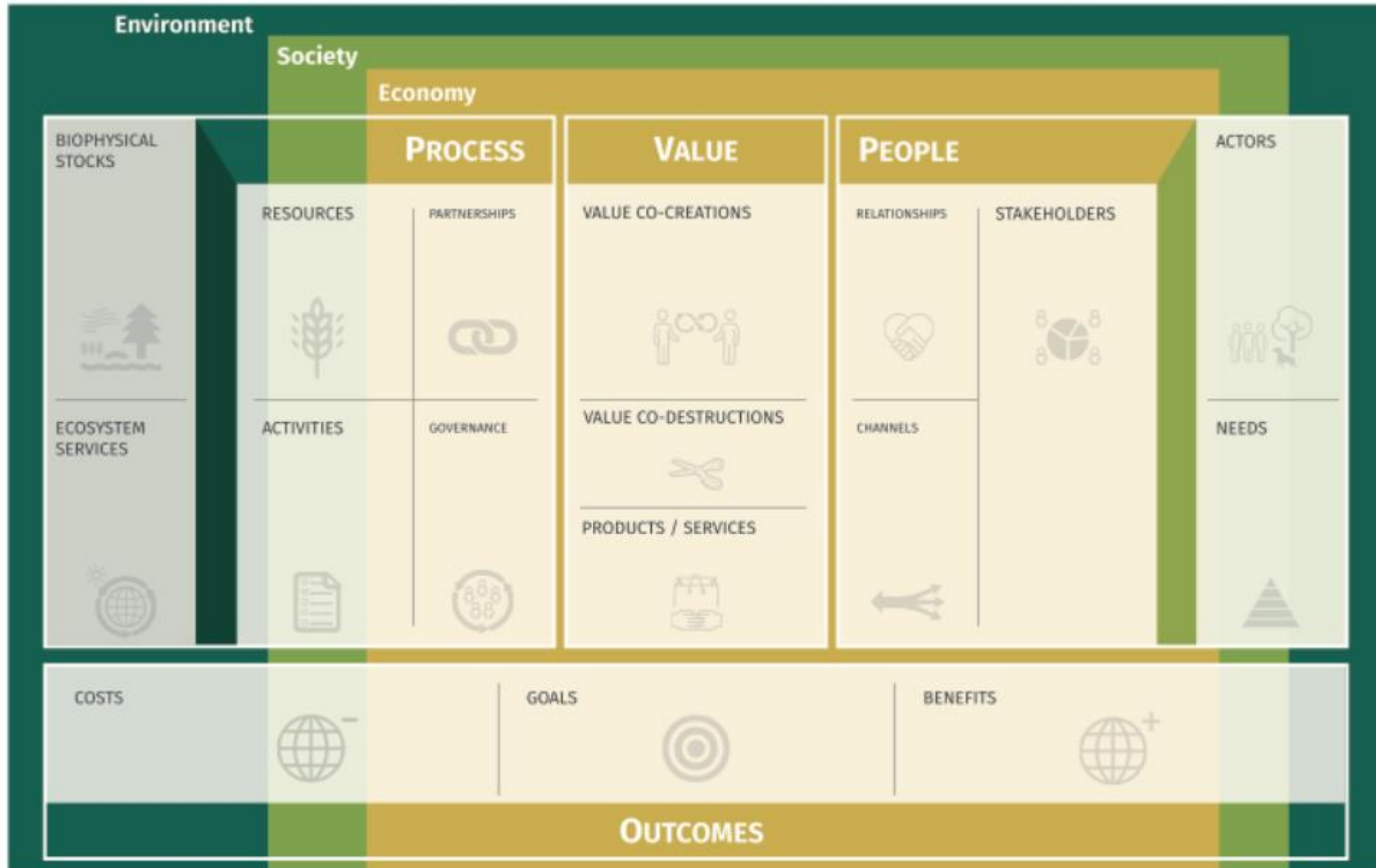
v2.1  
Full Version

Designed for:

Designed by:

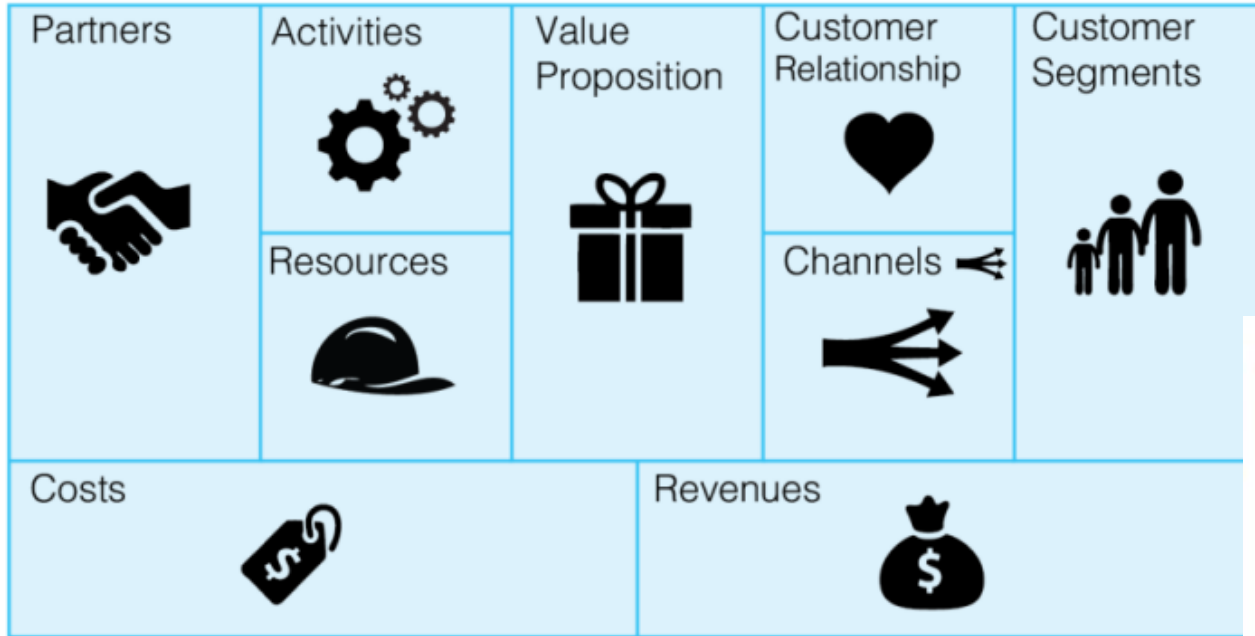
Date of model:

Today's date:



# Triple Layered Business Model Canvas

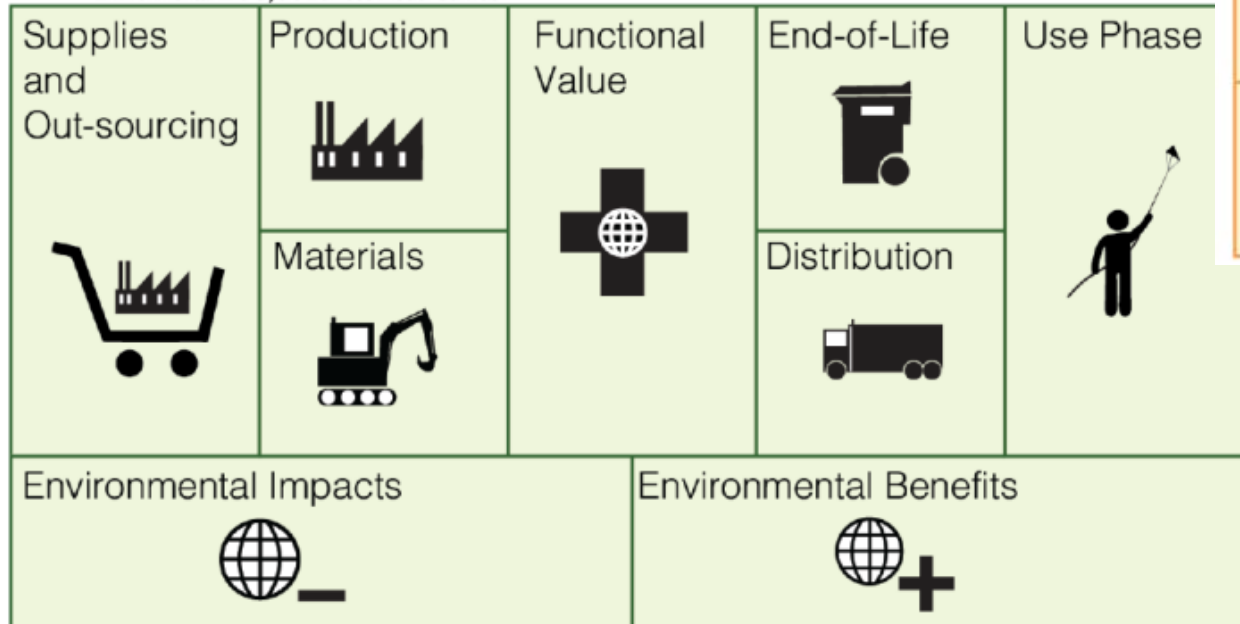
Economic Business model Canvas



Social Stakeholder Business model Canvas



Environmental Life Cycle Business model Canvas



<https://sustainablebusinessmodel.org/2015/04/17/the-triple-layered-business-model-canvas-a-tool-to-design-more-sustainable-business-models/>

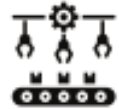




Supply-Chain-Planung



F&E



Fertigung



Lieferung



Produktwartung



Zero Emissions



Zero Waste



Zero Inequality

Zero Canvas  
#wegogreen

[www.t-h.de/zero-canvas](http://www.t-h.de/zero-canvas)

Source: Zero Canvas. (n.d.). T-h.de

# Lean Impact Canvas

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b>	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure	<b>Purpose</b> Motive behind impact model	<b>Channels</b> Path to customers	
<b>Existing Alternative</b>				<b>Early Adopters</b>
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.	<b>Impact metrics</b> Expected environmental and social impact		<b>Revenue Streams</b> Expected environmental and social impact	

# The 5R circularity method

## 1. Re-think

Analyze the business idea and identify opportunities to incorporate circular practices

### Longevity

Use these to create whiteboard magic!



### Sustainable materials

Use these to create whiteboard magic!



### Take-back system

Use these to create whiteboard magic!

### Supply chain partnerships

Use these to create whiteboard magic!

### Measure and monitor

Use these to create whiteboard magic!



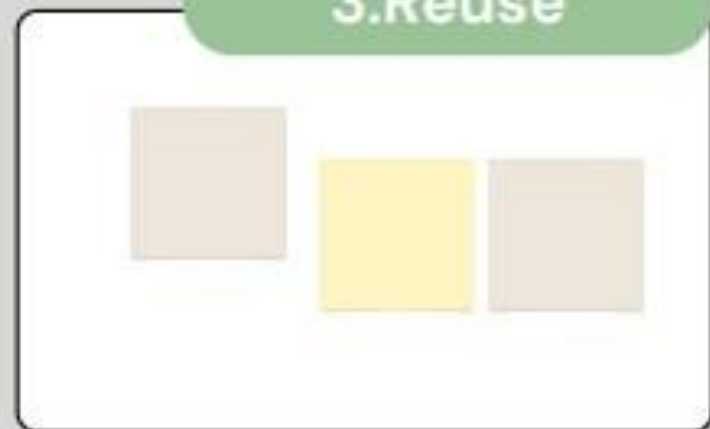
### Communicate

Use these to create whiteboard magic!

## 2.Reduce



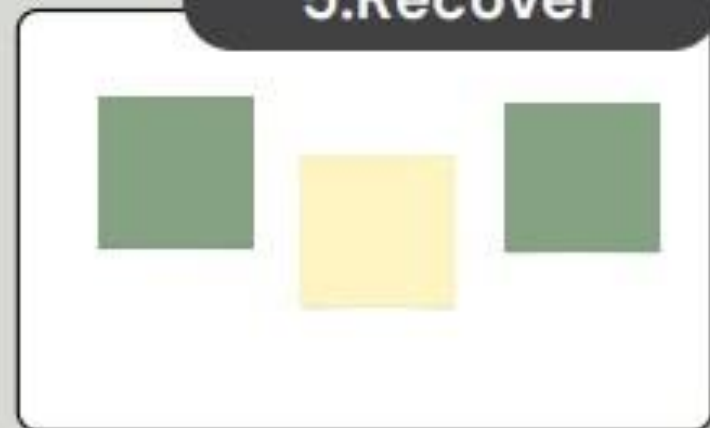
## 3.Reuse



## 4.Recycle



## 5.Recover



C<sub>3</sub> O<sub>1</sub> N<sub>1</sub> S<sub>1</sub> U<sub>1</sub> M<sub>3</sub> E<sub>1</sub>

L<sub>1</sub> E<sub>1</sub> S<sub>1</sub> S<sub>1</sub>

S<sub>1</sub> H<sub>4</sub> A<sub>1</sub> R<sub>1</sub> E<sub>1</sub>

B<sub>3</sub> E<sub>1</sub> T<sub>1</sub> T<sub>1</sub> E<sub>1</sub> R<sub>1</sub>

A more simple  
society may mean a more  
productive society

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(Leeb, 2009)

# PRACTICAL TASK

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# **ENVIRONMENTAL PROBLEMS AND CLIMATE CHANGE IN THE BALTIC SEA REGION**

**Group work**

# Group work

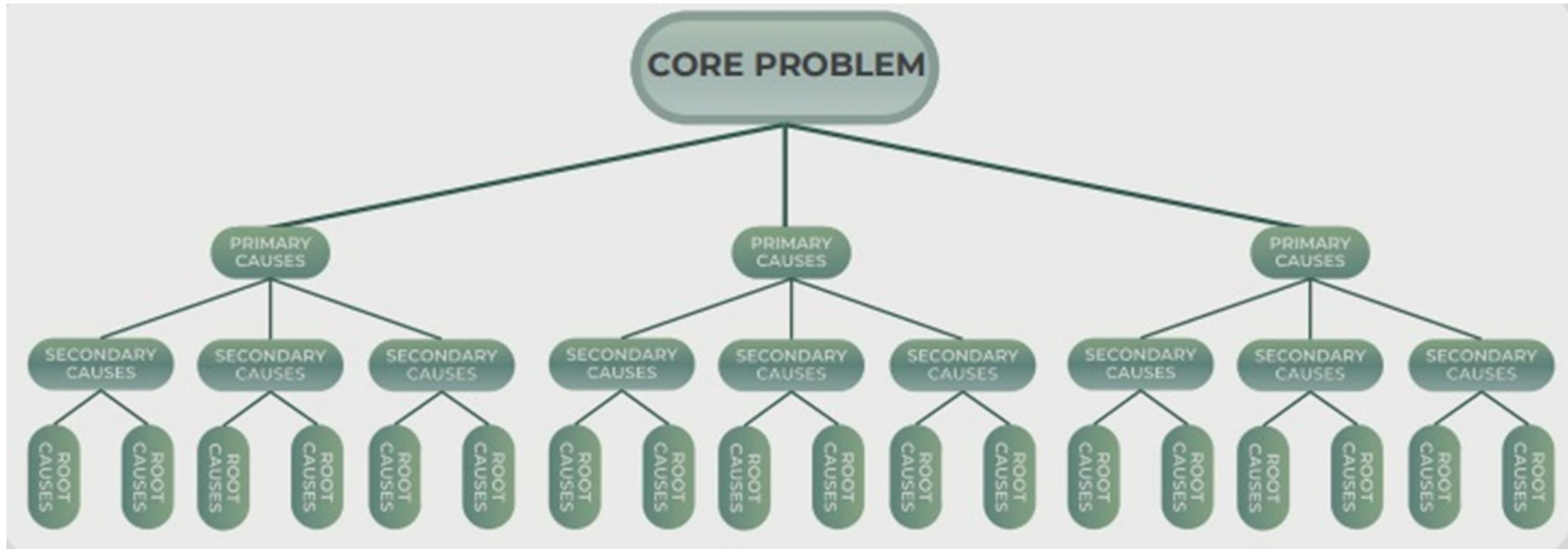
**What to do?**

Create a problem tree!

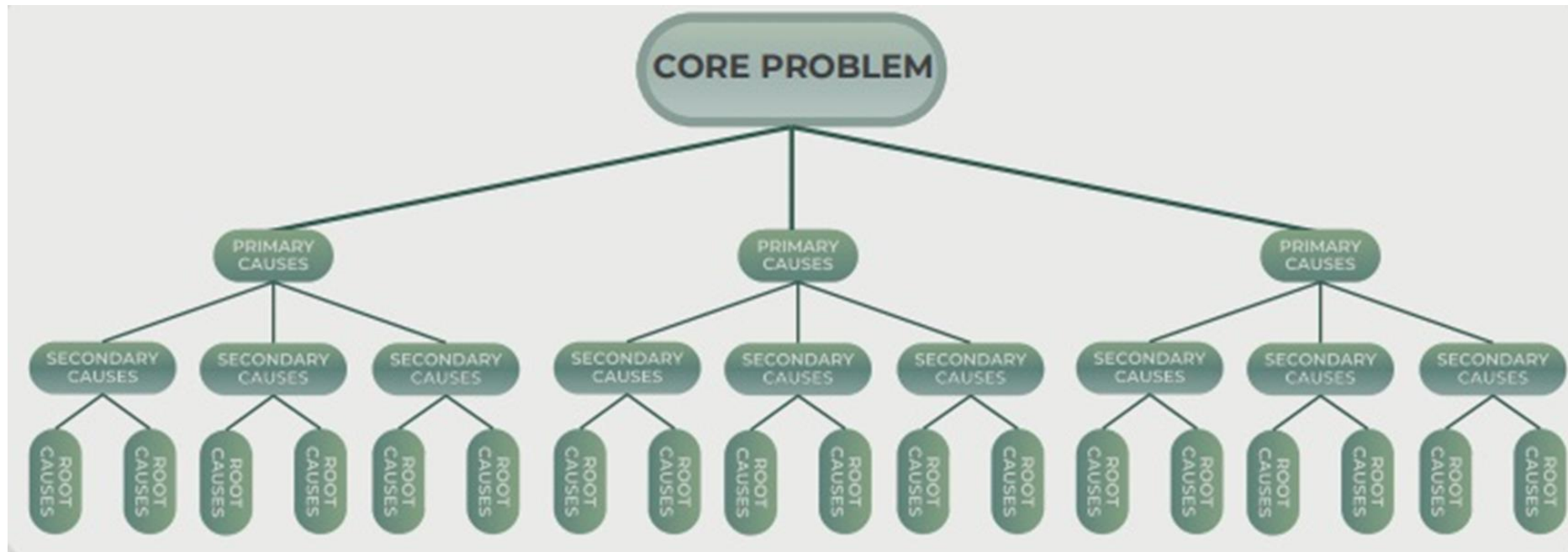
- Explanation - <https://www.youtube.com/watch?v=a4bRGvFBxA8>
- Explanation - <https://www.youtube.com/watch?v=Lpu6oHjzKd4&t=45s>
- Example - <https://www.youtube.com/watch?v=yJAN3fUgE3w&t=69s>



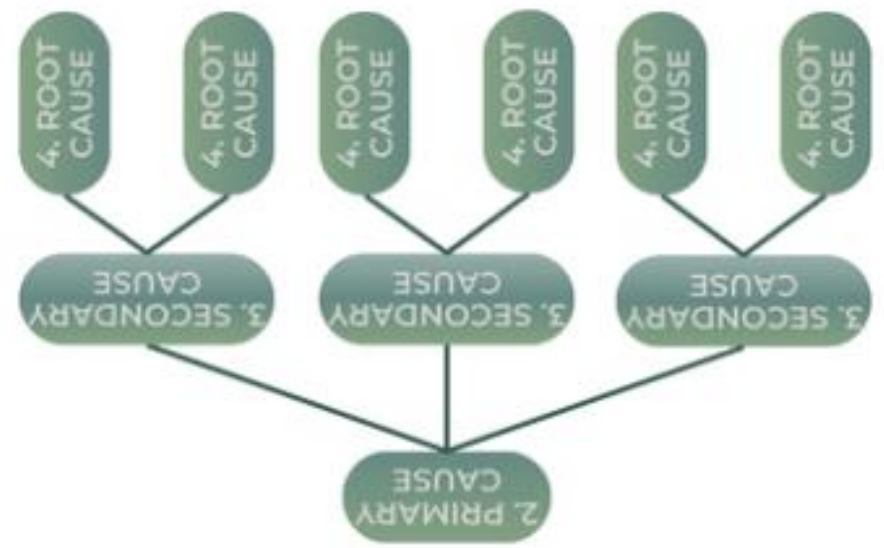
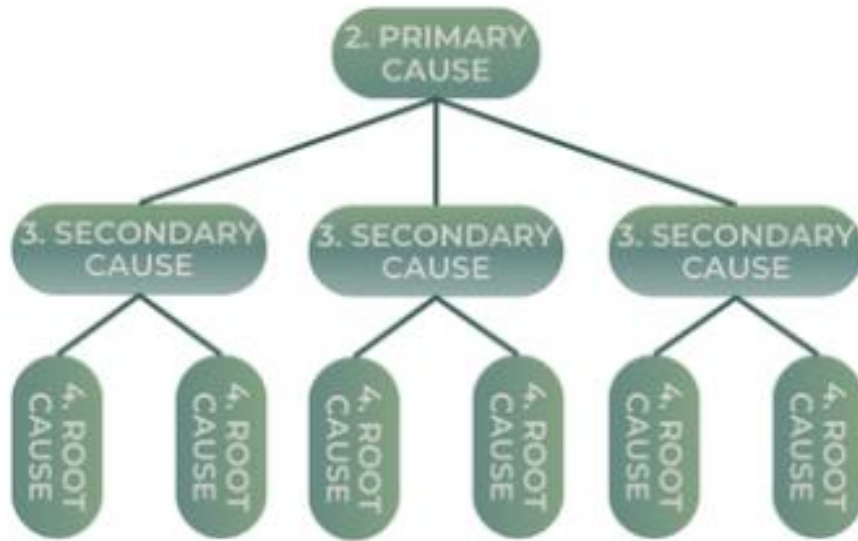
# 1st – Step – 5 Why?



# 2 nd Step –Turn a Problem into a Solution



# 3 d Step – Defines a Business Proposals for Solutions



	PROBLEM	SOLUTION	BUSINESS PROPOSAL
IDEA 1			
IDEA 2			
IDEA 3			

# More materials



Thank You!

**Turība**  
University



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