

The Sustainability Strategy Canvas

Including the explanation of its elements and performance



The Sustainability Strategy Canvas

The human-centered approach to making sustainability tangible!

Sustainability is the understanding of recognizing one's own responsibility in all areas of life and society and leaving an environment worth living in for future generations. This leads to the definition of sustainability as:

„state of the global system, including environmental, social and economic aspects, in which the needs of the present are met without compromising the ability of future generations to meet their own needs.“

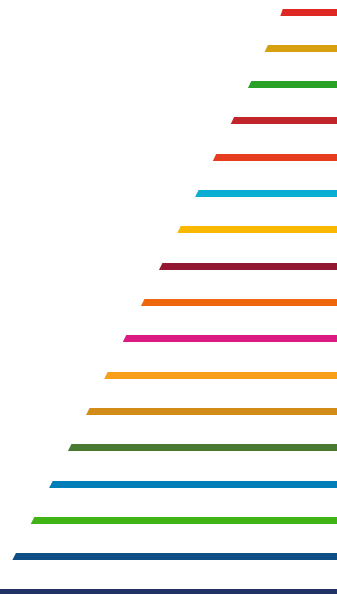
[ISO Guide 82]

In fact, according to ISO 9241-210 (Human-Centered Design), sustainability is also one of the basic building blocks of human-centered design. The International Organization for Standardization (ISO) has taken up the challenge of developing „standards for a sustainable world“, which means that the application of international standards must also include the qualities, needs, requirements and recommendations for sustainability. The United Nations Sustainable Development Goals (SDGs) are a good guide to review decisions, developments and projects in terms of their effects/impacts on sustainability. Different units of the corporate organization may focus on different goals and related issues, just as a wide range of projects requires contextual differentiation. This discussion therefore requires a strategic process.

„You never change things by fighting the existing reality.

To change something, build a new model that makes the existing model obsolete.“

Buckminster Fuller



Influence of the Sustainable Strategy Canvas on the...

Strategy level

- Identify areas of improvement for existing processes, practices, procurement policies, production methods, etc. assign responsibilities for different SDGs at organizational level.
- Identification of relevant contributors for SDGs within the organization.
- Identification of the relationship between different SDGs at organizational level.
- Basis for a SWOT analysis on sustainability at organizational level.
- Development of a corporate code of conduct / corporate culture for the interpretation of SDGs and their relevance.

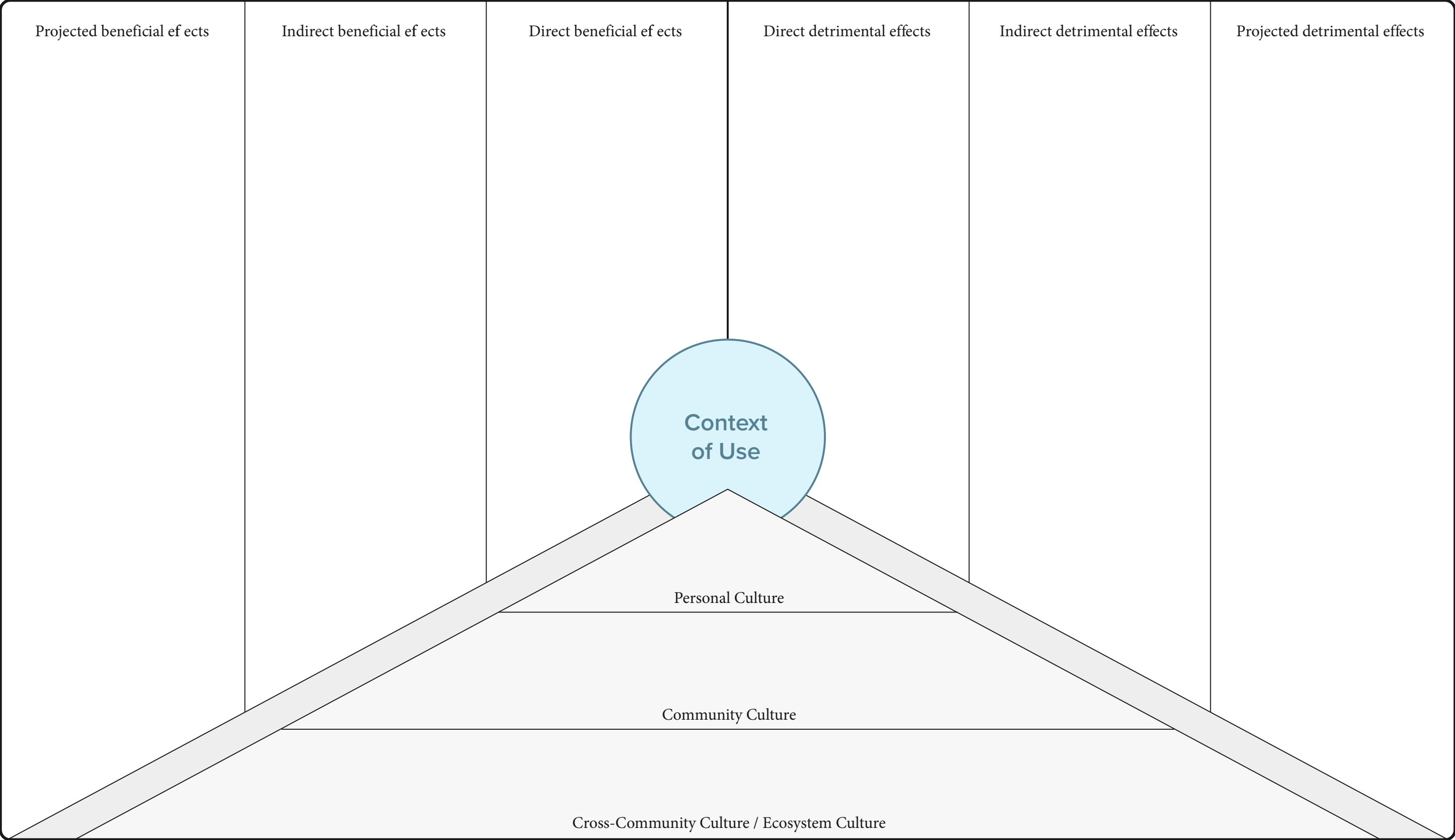
Portfolio / planning level

- Identification of potential SDG-related requirements for a product, system or service portfolio or platform.
- Identification of relevant prerequisites and framework conditions for the portfolio that will support the SDGs.
- Assigning responsibilities for different SDGs at portfolio/planning level.
- Align SDG-related activities with human-centered design activities at portfolio / planning level.
- Identification of relevant stakeholders for SDGs in relation to the portfolio.
- Basis for a SWOT analysis on sustainability at portfolio level.

Project level

- Identification of potential requirements and negative SDG-related requirements for a product, system or service.
- Identification of relevant prerequisites and framework conditions for the Project that will support the SDGs.
- Alignment of SDG-related activities with human-centered activities Design within the project (just like other user needs).
- Basis for a SWOT analysis on sustainability at project/product level.

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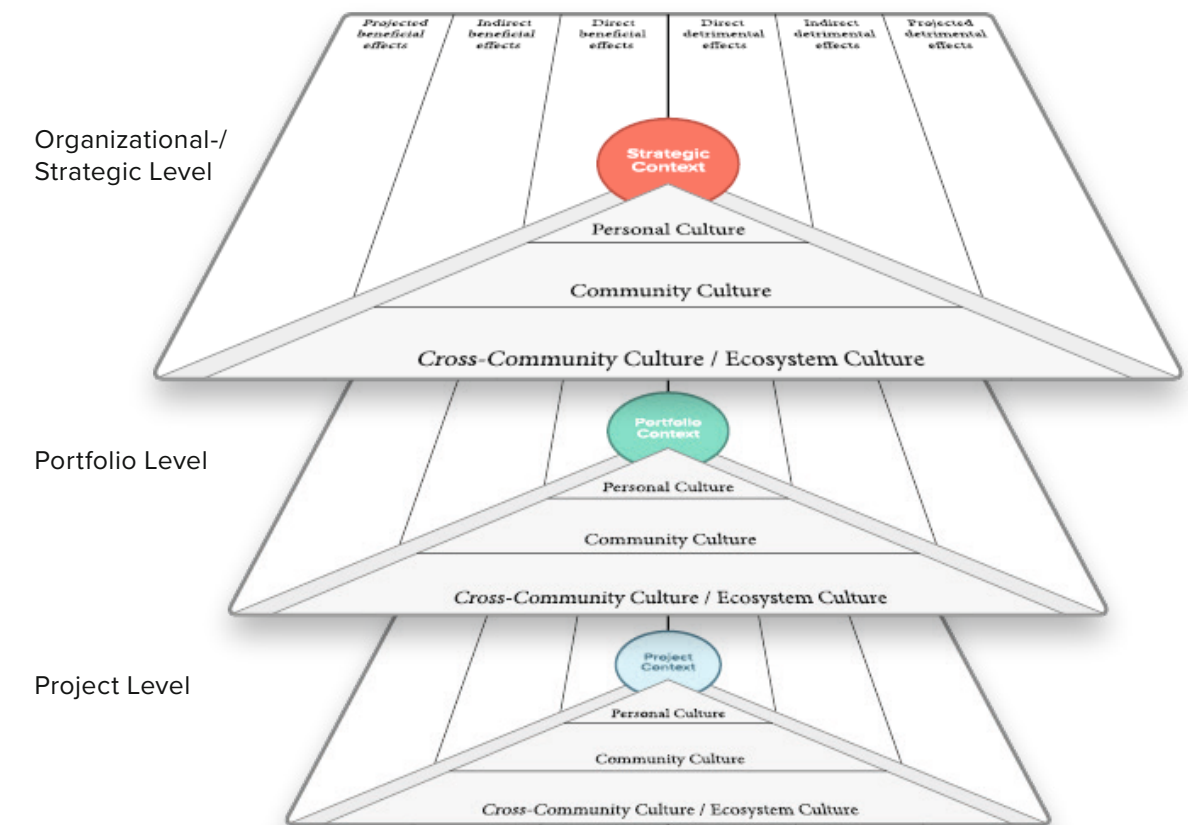
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The Sustainability Strategy Canvas can be applied on 3 levels:

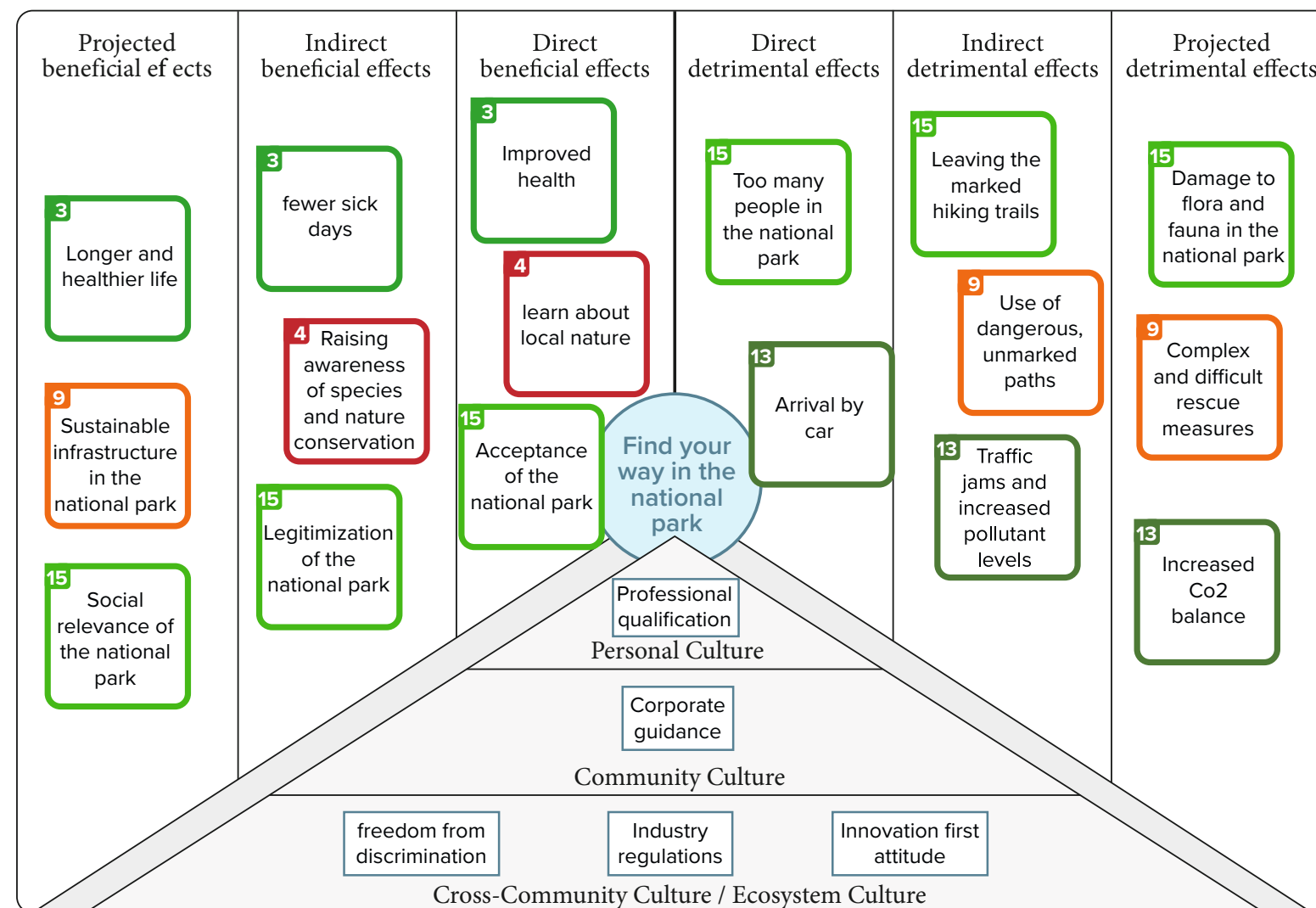
1. **At the organizational level** – where the sustainability goals are strategically applied to the entire organization, its management, processes, employees, suppliers, customers and ecosystem.
2. **At the portfolio level** – where the sustainability goals are applied to the areas tasked with the planning, creation, production, design and development of products, systems and services.
3. **At the project level** – where the sustainability goals are considered in the context of the respective usage context of a specific product, system or service – both in the application by individual users and by user groups, through to comprehensive life cycle management.

For each project, both negative and positive short-, medium- and long-term effects are identified in the respective context - in relation to all SDGs in question. Based on this mapping, constructive user requirements [shall] and negative user requirements [shall not] can be derived.

Products, services and systems always generate both positive and negative effects in different areas for different stakeholders. The human-centered approach offers ways to reinforce positive effects and mitigate negative ones.



The application of the Sustainability Strategy Canvas



17 Nachhaltigkeitsziele der Vereinten Nationen (SDGs)

Den Ebenen mit dem meisten Impact zugeordnet

Strategic Level

1 No poverty

2 Zero hunger

5 Gender equality

10 Reduced inequality

16 Peace, justice and strong institutions

17 Partnership for the goals

Portfolio Level

6 Clean water and sanitation

13 Climate action

14 Life below water

15 Life on land

Project Level

3 Good health and well-being

4 Quality education

7 Affordable and clean energy

8 Decent work and economic growth

9 Industry, Innovation and Infrastructure

11 Sustainable cities and communities

12 Responsible consumption and production

Elements of the Sustainability Strategy Canvas

Depending on the level, the impact relates to the strategy, the portfolio or the project, always in relation to the context of use under consideration.

Definition of the (initial) context of use (according to ISO/IEC 25063) in order to determine the relevant information for both the analysis and the resulting decisions:

Object of the context of use

Purpose of the system, product or service.

User Types & User Groups

All groups of people who interact with the system.

Goals

Intended results of the individual groups of people and the organization.

Tasks

Activities to achieve the goals.

Environment and resources

The effect of the various properties of the observation framework (value proposition, qualities, aspects of the life cycle, etc.) are documented in relation to all relevant SDGs in the canvas:

Direct effects positive / negative

Describes the direct and immediate impact on one or more SDGs.

Indirect effects positive / negative

Describes the indirect or indirect effects. These may only become visible at a later point in time, or be derived from direct effects.

Projected effects positive / negative

Describes possible long-term effects that can only occur in combination with other factors.

Die Interpretation der direkten, indirekten und projizierten Wirkung erfolgt auf Basis unterschiedlicher Wertekanons:

Personal Culture

Evaluation based on the personal attitudes and values of the people involved. A consensus should be reached.

Community Culture

Interpretation and evaluation based on local or regional values, e.g. corporate culture, sub-culture, community, ...

Cross-Community Culture / Ecosystem Culture

Consideration of the identified effects on a supra-regional or intercultural level.

Human-centered, sustainable
and ethical system design in
Vienna and Prien am Chiemsee

