Sustainability

FINALLY,
DOING GOOD PAYS OFF.

Our interdisciplinary 4-Step Consulting Model enables Organizations to monetize the Megatrend Sustainability by understanding its Business Opportunities, New Rules, aligning Business Strategies and building irresistible Products and Services.

- Sustainability Readiness Level®
- Laws, Regulations & Agreements
- Sustainability Strategy
- Innovation
- Product Development
- ESG Assessment & Strategy
- Green Finance
- Taxonomy
- Sales Strategy

Dr. Eva Glawischnig
Gerald Doblhammer
Mag. Friedrich Breidenbach
Vienna, May 2022

THE KEY CHALLENGE,
TO SOLVE.

By combining and mastering Change Management, Innovation and Product Development tools, the expertise and knowledge from Industry Experts and Scientists with the Awareness for Sustainability Strategies as a main Driver for future Competitive Advantage, our 4-Step Consulting model is able to close the underlying Design vs. Innovation gap.

*Bain & Company, 2021

On a Global Level, only 2%* of Corporate Innovations within the field of Sustainability are successful*

4-Step Consulting Model

BUILDING THE SUSTAINABLE COMPANY,
KEY TOPICS & ACTIONS.

Depending on the Sustainability Readiness Level SRL and the jointly defined Strategic Goals, we explore new Sustainable Business Ideas through an end-to-end customer-focused Innovation Process.

By analysing the Value Chain, the Hot spots for Optimization and Innovation - using concepts of Sustainability and Circular Economy - are identified, evaluated and prioritized.

CASE FOR ACTION
External and Internal Drivers shaping Sustainability
- Laws & Regulations
- Investor Relations
- European Green Deal
- Industry Agreements
- Employer Branding

ESG ASSESSMENT
Action Plan for Contributions and Continuous Improvements needed to meet the UN Sustainability Goals (SDG) within the Environmental, Social and Governance Framework (ESG)

GREEN FINANCE & CSR REPORTING
- Key Figures
- Legal Requirements
- Corporate Social Responsibility Reporting
- EU Taxonomy Regulations

SUSTAINABILITY READINESS LEVEL®
Organizational skills needed to undergo a Transformation in Strategy, Operations and Mindset, to shape sustainable market solutions

SUSTAINABILITY GAINS
Identify, evaluate, improve and innovate the weak spots within the Value Chain

MARKET OPPORTUNITIES
Depending on the SRL Level and strategic goals. Customer focused Exploration of Sustainable Business Ideas

INNOVATE EMPATHIZE & IDEATE
Lean Start up and Design Thinking methodologies focusing on Market and Technology gaps
- Portfolio Analysis
- Idea generation
- Management buy-in
- Team building
- Early Market Tests
- Iterate and Learn
- Business Case Development

VENTURE CLIENT
Applying Innovations into a real business environment

CHANGE EFFICIENCY
Close the critical Gap between Goals and Abilities
Pushing the performance and improving the Value Chain

PRODUCT DEVELOPMENT
- Pre & Pilot Validation
- MVP & Prototype Building
- Loops and Iteration
- Technical Feasibility
- External Sourcing
- Patents, IP, UX
- Engineering
- Serial Production
- Value Streams
- Revenue Models

GAS ACTION FIELDS
Framework for defining goals within the Product Development and Evaluate Sustainability Impact
- Gain Competitive Advantage
- Avoid negative Impacts
- Save Resources

BUILD AND IMPROVE SALES FUNNEL
- Role Customer
- Target Groups
- Market Segmentation
- Communication & Sales Channels
- Customer Journey
- Growth Hacking

GROWTH TEAMS
Build and establish cross departmental Teams solely responsible for immediate Growth

ORGANISATION
Set up the Organisational Capabilities and Structure needed for boosting Sales Performance
Constantly pivot the Internal Performance vs. the potential Benefits of Ventures and Spin-offs

LEARN MEASURE
Constantly analyse and measure the Effectiveness of Innovations within in the Market and learn from that Experience

TEAM,
OUR SUPERPOWER.

Dr. Eva Glawischnig
Corporate Sustainability (Novomatic AG), Party Chairman, Politician, Environmental Law (Global 2000), Taxonomy, Public Relations, Leadership

Mag. Friedrich Breidenbach
Entrepreneur, Senior Consultant and Marketing Native, Integrated 360° (B2B) Communication, Sales & Growth Hacking Strategies

Mag. Christian Premm
C-Level Management Experience, Legal Advice & Human Resources, Organisation Design and Development, Finance, M&A

Kristiana Roth MSc
Work and research University of Applied Sciences Upper Austria, International Senior Management Consultant, Design Thinking & Innovation Expert

Gerald Doblhammer
Senior Consultant and Project Manager, Strategy & Business Development focused on Growth, Financial Performance and Agility

Markus Roth
Entrepreneur and Consultant, Digital Evangelist, Technology Exploration and Digital Strategies, Product Development & Innovation Process

SUSTAINABILITY,
WHY NOW?

- The purpose led "Sustainable Living Brands" are growing 69% faster than the rest of the Unilever Product Range, delivering 75% of total Growth
- Ethical Focused Companies out performing the average S&P 500 by double figures
- 80% of all Companies state that Sustainability will become a significant purchasing Criteria
- 81% of Students want to work for a Company that "makes a Difference"
- 90% of CEOs state that Sustainability is critical to their Company's success
- 5,7 Trillion Dollar: the Total Market of Low Carbon and Environmental Service Industry
- Industry Agreements like Ellen Mac Arthur (Global Consumer Good Companies are obliged to significantly reduce Plastics)
- Global Commitments like the Paris Agreement

You no longer need to choose between Doing Good and Making Money

CONTACT,
IMPRINT.

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