

Good Growth

A New Model for Sustainable
Business

Aalto Startup Experience - 29.08.22
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Why do we need Good Growth

Today, sustainability is in demand from both compliance and consumer perspectives.

Within this decade, sustainability will become the next big organisational transformation. It will also be the next big business opportunity.



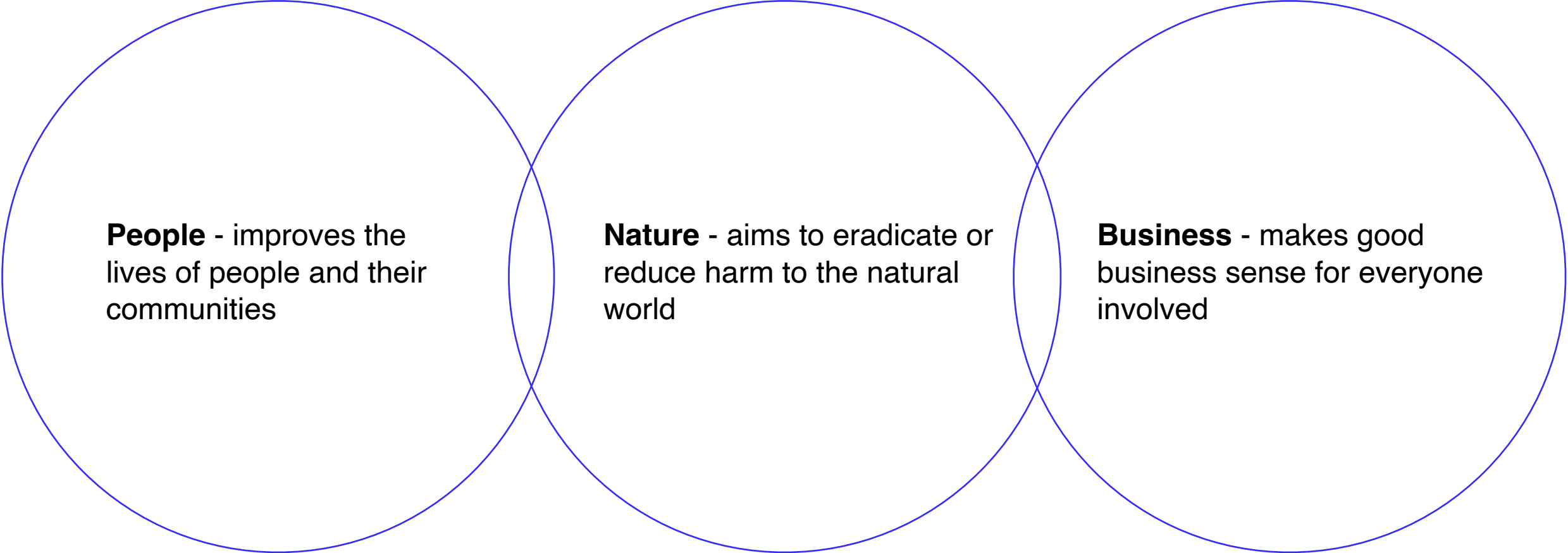
How does Good Growth work

The Good Growth model supports organisations on their journey toward a sustainable business operation, from initial vision to implementation and impact measurement.



Good Growth (*three lenses tool*)

Helps to create, evaluate and measure your work through three lenses



People - improves the lives of people and their communities

Nature - aims to eradicate or reduce harm to the natural world

Business - makes good business sense for everyone involved



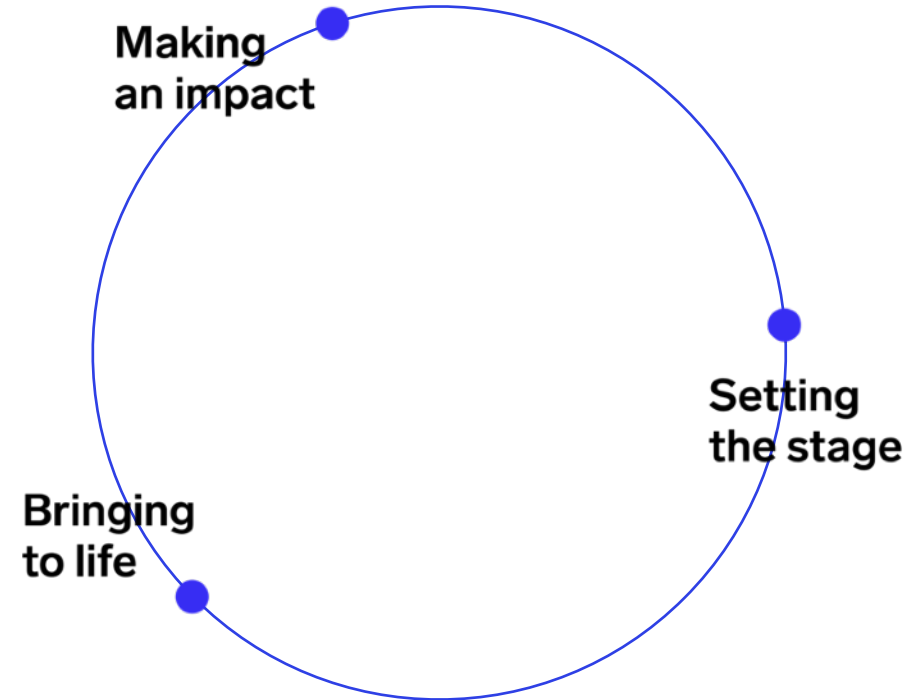
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Model

The process is simple and scalable for all types of projects.

Unify - a multi-stakeholder/disciplinary team under one shared way of working

Formulate - a repeatable template that scales success across different teams and projects



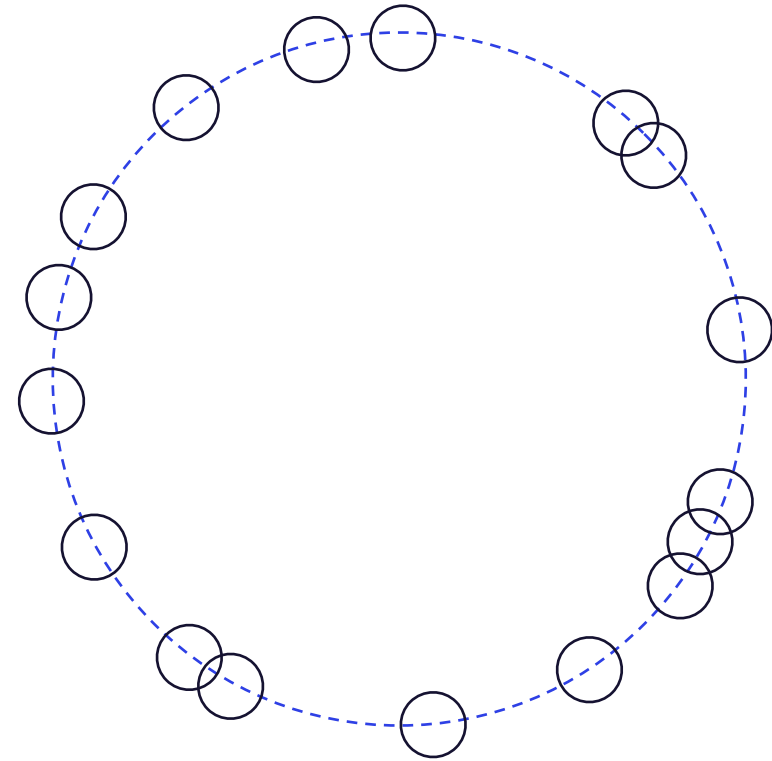
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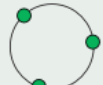










Elements

The elements make up a portfolio of methods/tools that deliver value across your organisation

Combine - elements as the main anchor points of a new Good Growth project

Handpick - individual elements to improve existing project outcomes



<p>Business Accelerator</p> <p>Get all the relevant info, advice and support you need when setting up your new sustainability related business venture.</p> 	<p>Lighthouse</p> <p>Define your strategic sustainability role and the desired impact for your business and your organisation.</p> 	<p>Big Bang</p> <p>Kickstart your project with insight and inspiration from the leading experts in sustainability and related fields.</p> 	<p>Walk the Talk</p> <p>Engage one of our sustainability experts to review your day to day office operations and recommend changes that make a big impact.</p> 	<p>Good Growth Hacking</p> <p>Mobilise a growth hacking team to innovate new Good Growth ideas and business opportunities that spin off from your existing service portfolio.</p> 	<p>Sustainability Storytelling</p> <p>Create engaging marketing campaigns around your Good Growth projects and let the world know of the impact you are creating.</p> 	<p>SDG Deep Dive</p> <p>Open up the United Nations Sustainable Development Goals and define concretely what they mean for your business.</p> 	<p>Impact Modelling</p> <p>Identify and visualise the key causes and effects impacting your business's sustainability goals.</p> 	<p>Stamp of Approval</p> <p>Validate your sustainability solutions with a forum of highly respected external experts and achieve the stamp of approval for your brand.</p> 	<p>Digital is Physical</p> <p>Open up the value chains of your digital services portfolio and redesign areas that create negative impact to society and the environment.</p> 
<p>Expert Forum</p> <p>Network, communicate and get advice from thousands of sustainability experts around the world. Find partners and fast-track solution delivery.</p> 	<p>Good Growth Katsastus</p> <p>Give your existing services a Good Growth MCT and define measurable goals for further sustainability improvements.</p> 	<p>Circular Economy Advisory</p> <p>Engage one of our circular economy experts to report on how your business is doing and where impactful changes can be made.</p> 	<p>Win-Win Ecosystem</p> <p>Create new innovations and business opportunities by bringing together the A-Team for your sustainability related projects.</p> 	<p>Latest & Greatest</p> <p>Get an easy to digest, concise information pack that contains the latest news on sustainability in your area of business.</p> 	<p>Event Guru</p> <p>We can inspire and plan your sustainability related event by connecting you to the right people, defining the core topics and opening up key channels for success.</p> 	<p>Winning From Waste</p> <p>Identify waste properties in your business lines and organization and take part in a hackathon style event that finds novel and positive uses for your leftovers.</p> 	<p>Design for Everyone</p> <p>Learn why to design for the wider demographics. Make a plan on how to execute design for everyone.</p> 	<p>Coaching Package</p> <p>Give your team an overview and general understanding of the Good Growth model, methodology and tools.</p> 	<p>Good Growth Design Sprint</p> <p>Bring to life your concept through a cross-disciplinary Good Growth Design Sprint. The sprint incorporates all the value-added activities of the overall model in a condensed and agile package.</p> 
<p>Business savvy software</p> <p>Make sure that you are creating software that is as safe as possible from economic risks perspective.</p> 	<p>Services for social capital</p> <p>Make sure that your digital services are created so that they bring social added value both for its users and to the technical community.</p> 	<p>Developer wellbeing</p> <p>Make sure that your software is being created so that the developers enjoy working with it.</p> 	<p>Digital Resilience</p> <p>Make sure that your digital service is being created so that it can easily adapt to future change.</p> 	<p>Tech to save the world</p> <p>Develop your digital services and setup your infrastructure with sustainability in mind to uncover environmental opportunities.</p> 	<p>Mini Finland</p> <p>Co-create seamlessly with a large group of Finnish citizens for insight, feedback and validation on all your project developments.</p> 	<p>Blow Up Your Business Model</p> <p>Analyse your current business model(s) through the Good Growth lenses and create new ideas for improvement.</p> 	<p>Open Learning</p> <p>Learn about sustainability for your business, from the simple basics to in-depth teaching modules delivered by our network of experts.</p> 	<p>Sharing is Caring</p> <p>Open up valuable learnings and the development assets of your successful sustainability solutions and trade goods with like-minded companies.</p> 	<p>Good Growth Game</p> <p>A physical Good Growth research tool that helps us to understand the motivations, values and visions behind customer individuals and company teams.</p> 

Good Growth elements

SDG Deep Dive (*metrics tool*)

Good Growth KPI's (primary level)

Defining bespoke goals for project teams and setting concrete impact targets/metrics.

SDG's (secondary level)

Highlighting direct connections to strategic SDG focus and enabling more tangible sustainability reporting



Impact Modelling

A vision for impact - create a data driven business dashboard that tracks the KPI's from real Good Growth projects.

The data can be tracked and transparent to a number of key audiences.



Good Growth Projects



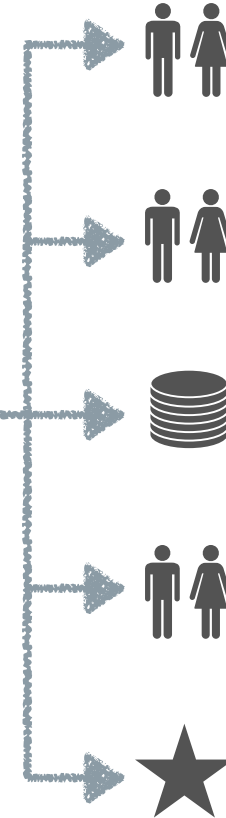
Goals/targets defined & set on all projects

Good Growth Impact Dashboard



KPI's entered and tracked on business dashboard

Good Growth Audiences



Partner companies can present concrete impact achieved through projects

Employees are able to visualise and track the impact they make in their work

Investors & national government have concrete data that shows delivery of sustainability targets

Potential employees are inspired and engaged and best talent is attracted

Lead the industry in social media/ conferences etc, as a pioneer and reference for best in class

Interested?

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