

*Not all growth
is good*



Aalto Ventures Program

Anton Schubert, Sustainable Business Designer - March 7th 2024

Hello!

Who is Ant?

Design Leader with 30 years global experience

- Project & Client Leader at IDEO
- Head of Design at Futurice
- Head of Design at Vincit & Planet Centric Design Founder
- Good Growth Founder & Head of GG offering at Gofore
- Innovation Lead at Doberman / EY
- Sustainable Business Designer / Planet Diplomats

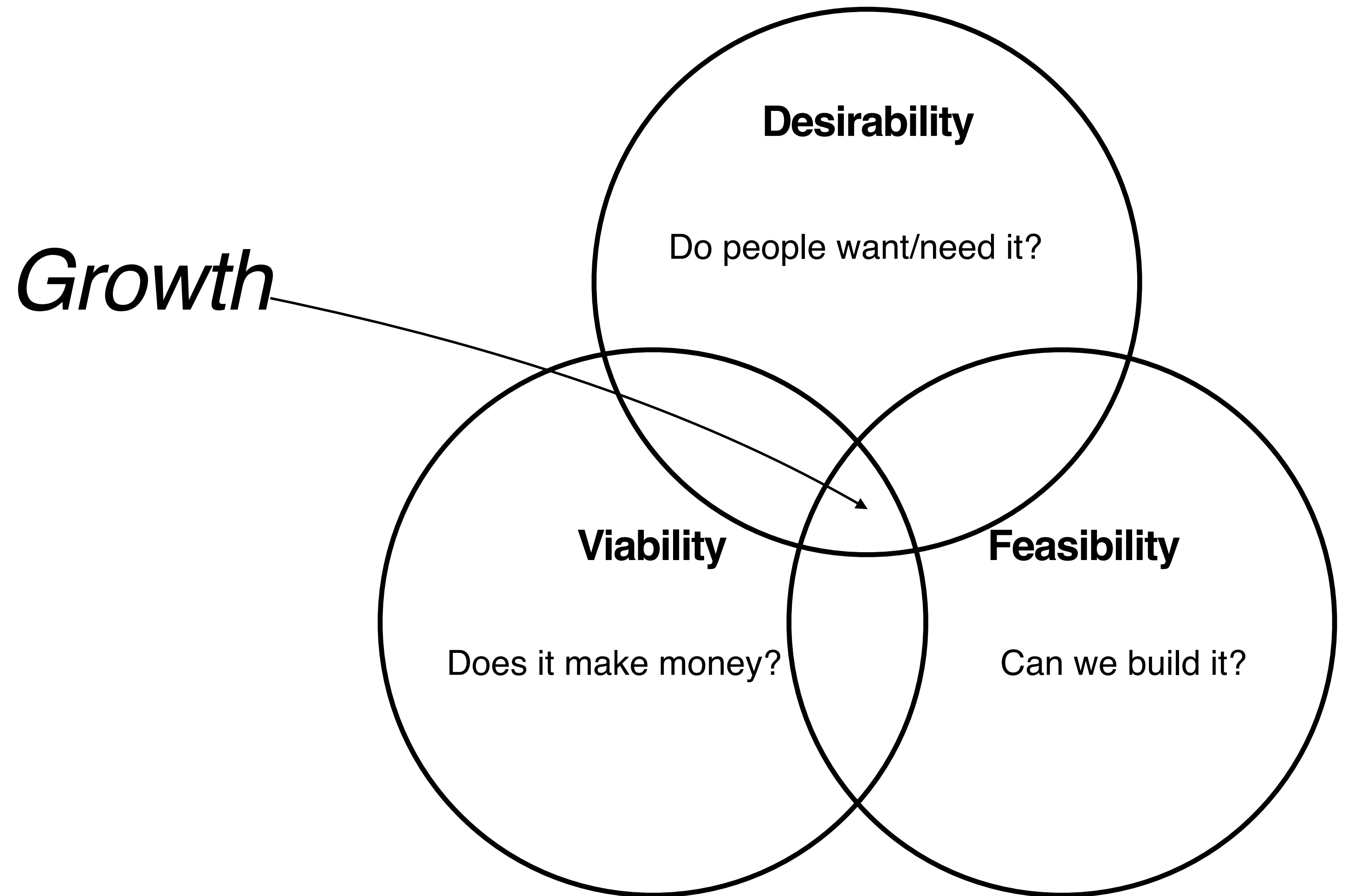


WHAT IS A GOOD GROWTH BUSINESS?



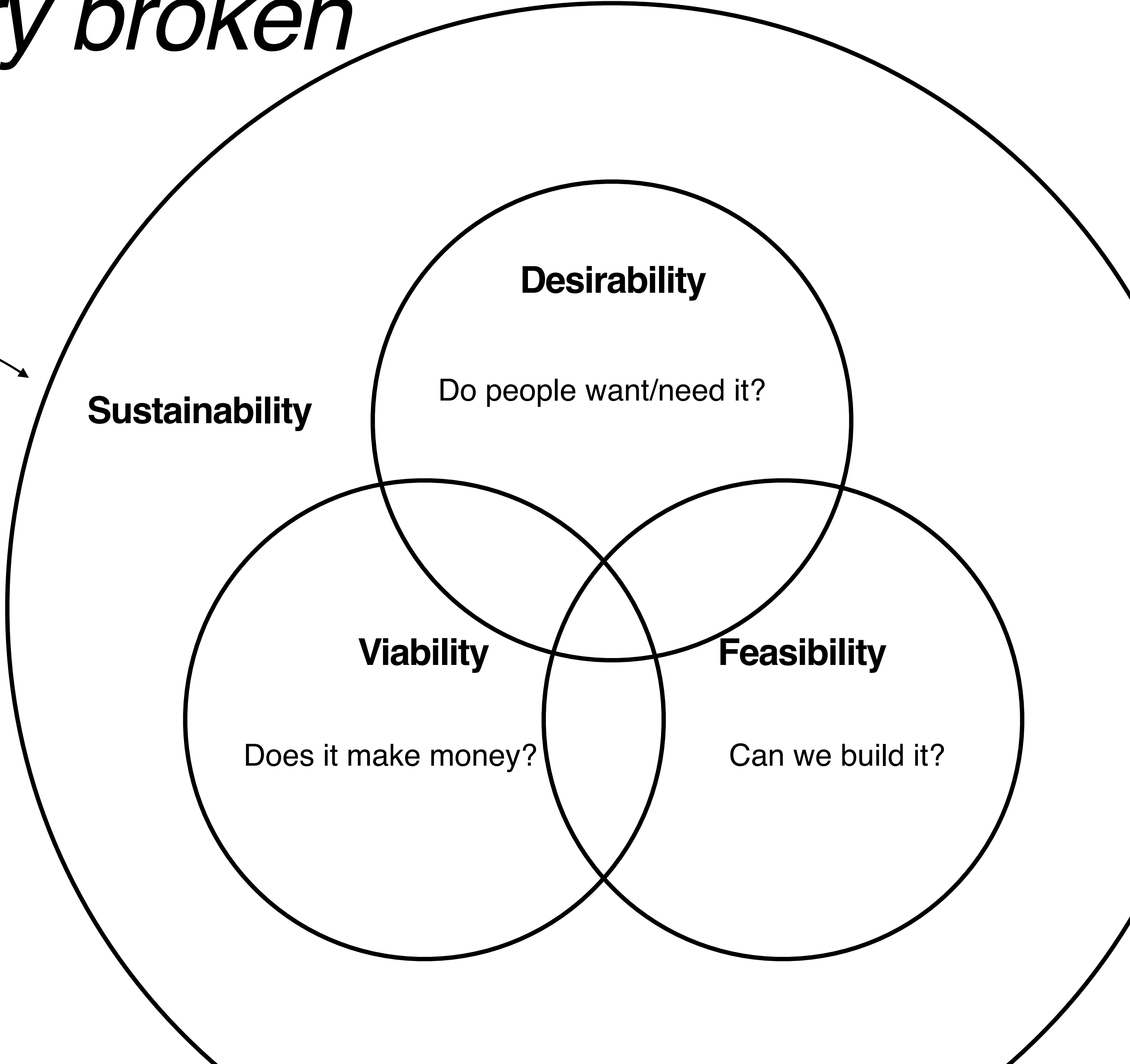
It's not business as usual!

The old way is very broken



The old way is very broken

The missing lens

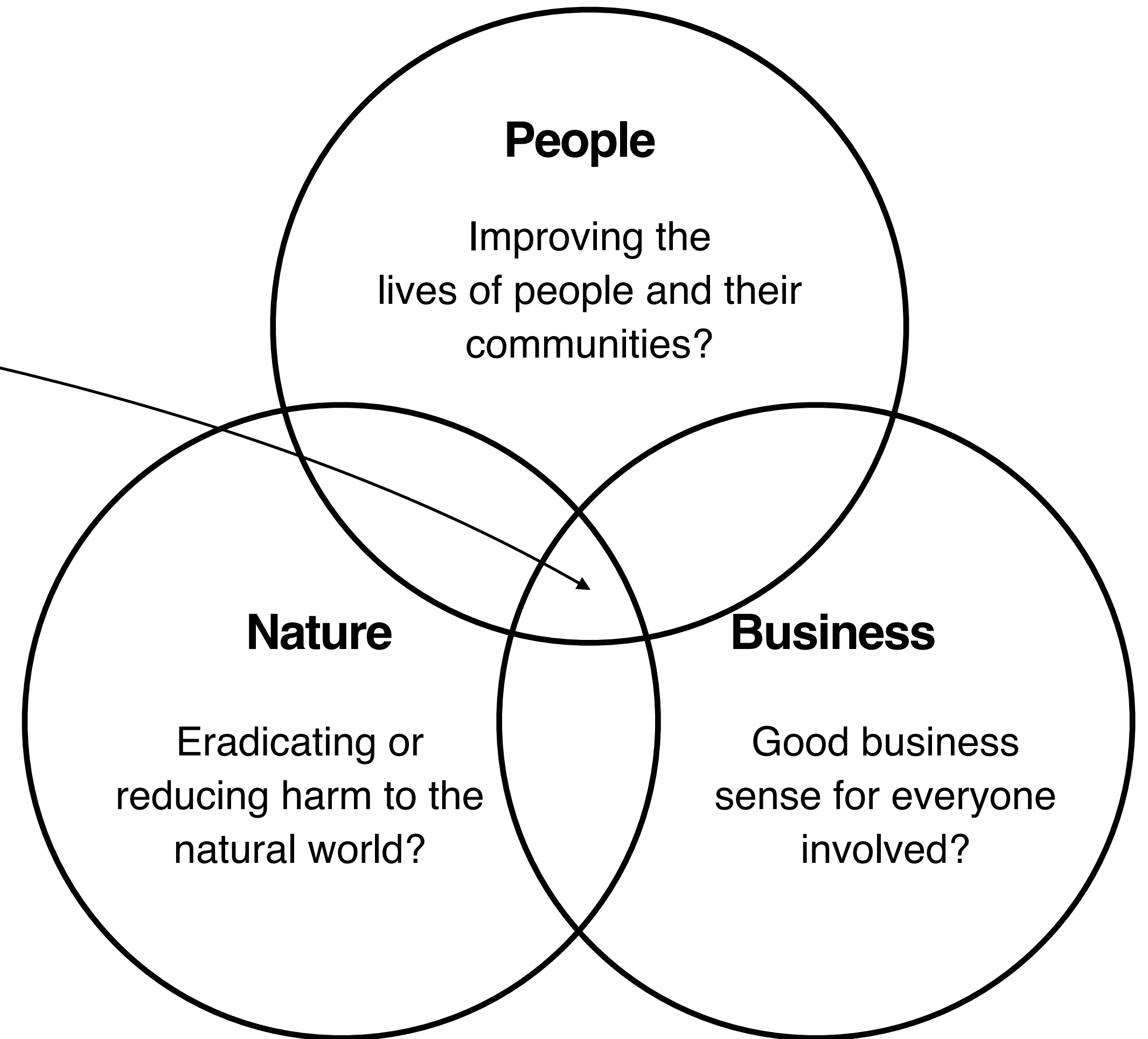


*TIME FOR A MAJOR
RETHINK!*



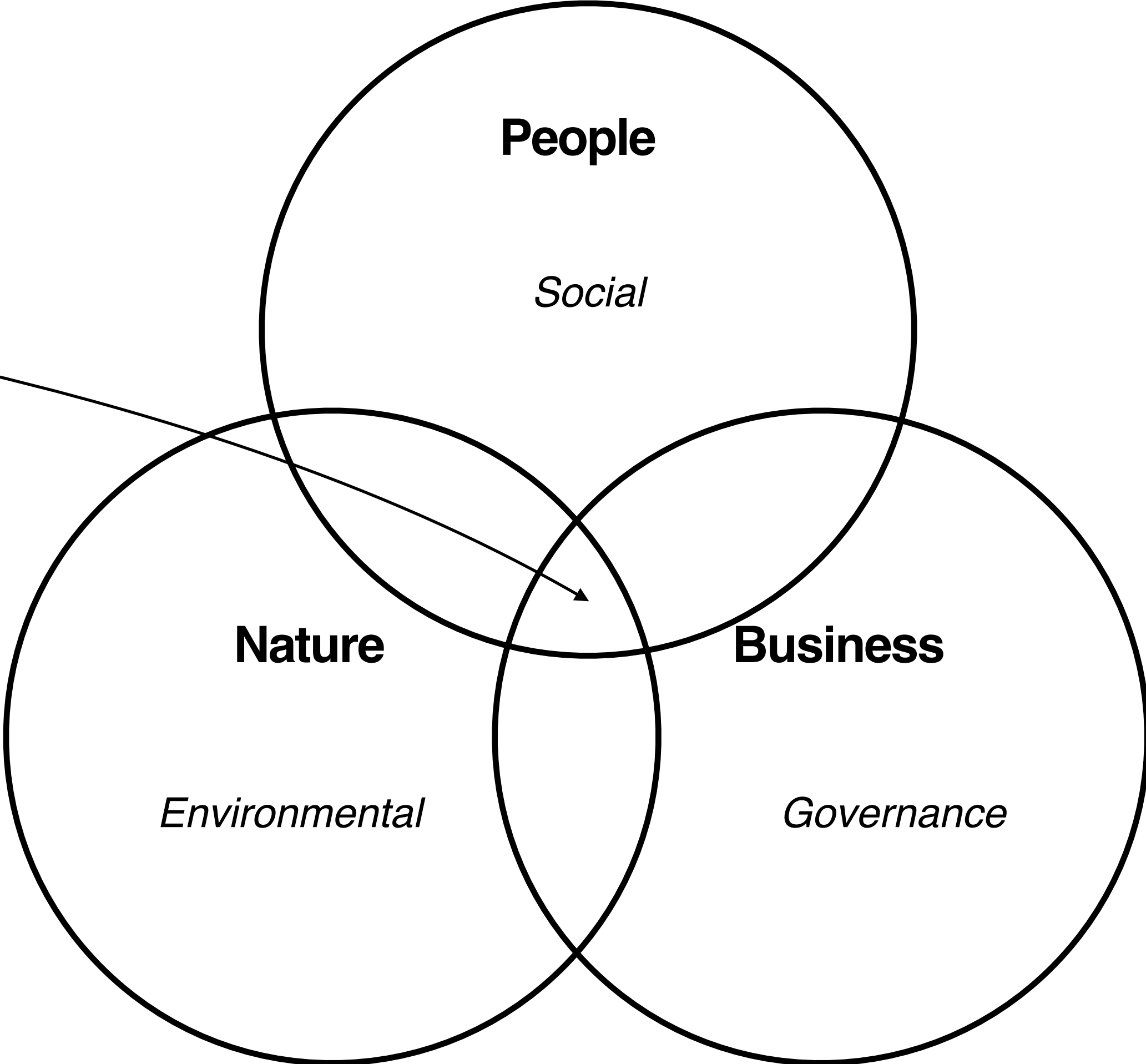
The new way of thinking




















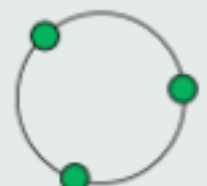









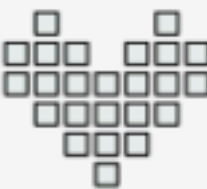
Good Growth



The new way of thinking

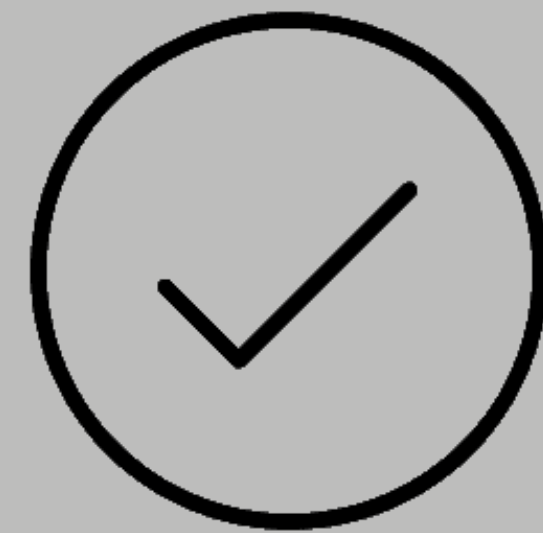
*Good Growth
(ESG)*



<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 MOT 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 help us to understand the motivations, values and visions behind customer individuals and company teams.</p> 

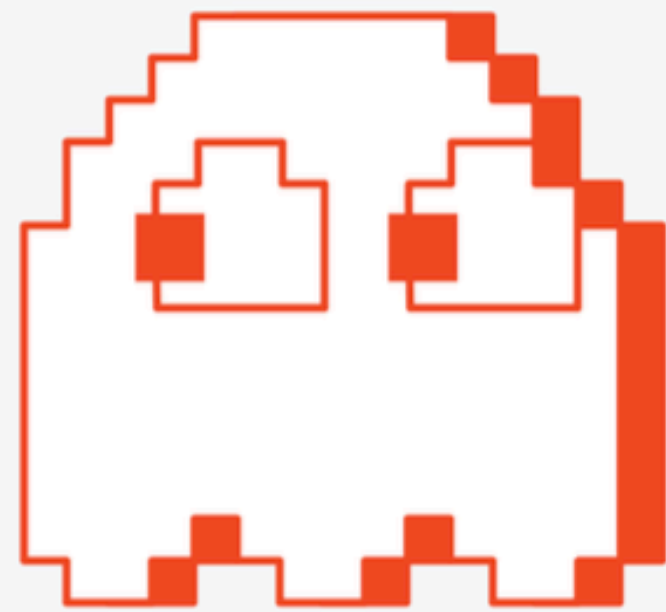
Good Growth elements / tools

LET'S TRY IT OUT!



Digital is Physical

Open up the value chains of your digital services portfolio and redesign areas that create negative impact to society and the environment.

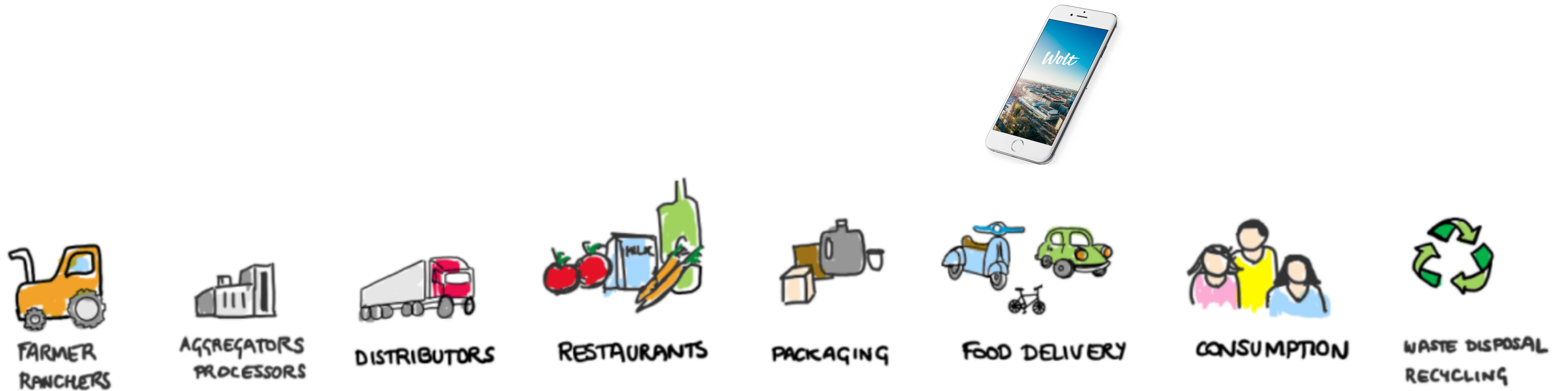


Value Chain Mapping

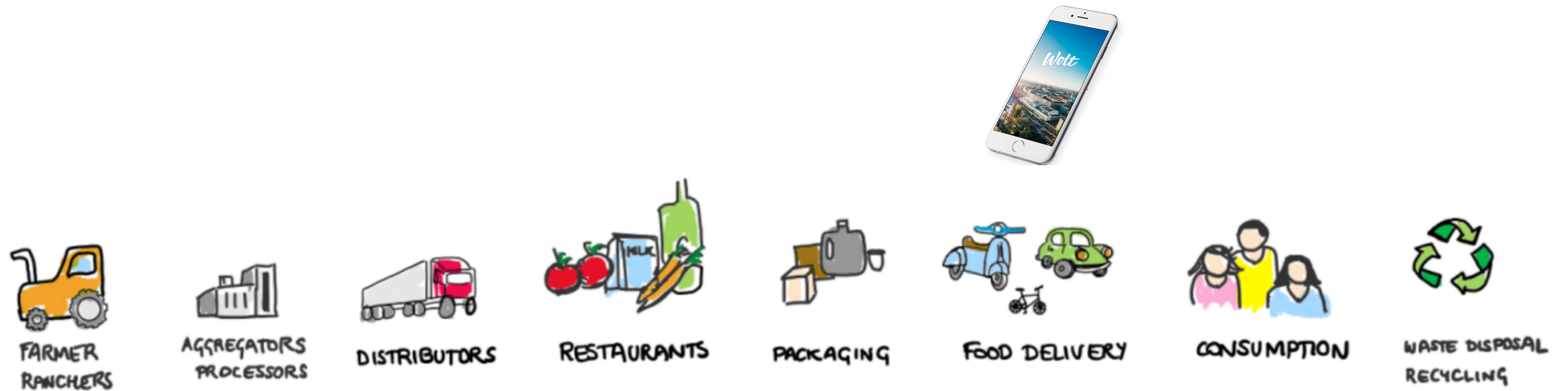
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Impact & Influence

Value Chain Mapping



Value Chain Mapping



Check out this TED talk
How supply chain transparency can help the planet | Markus Mutz

<https://youtu.be/ygxh6KR4BPk?si=fRwTzoARvUPISJTh>

Value Chain Mapping (your concept)

Before

During

After

What does it take to deliver your product / service?

What happens when people use your product / service?

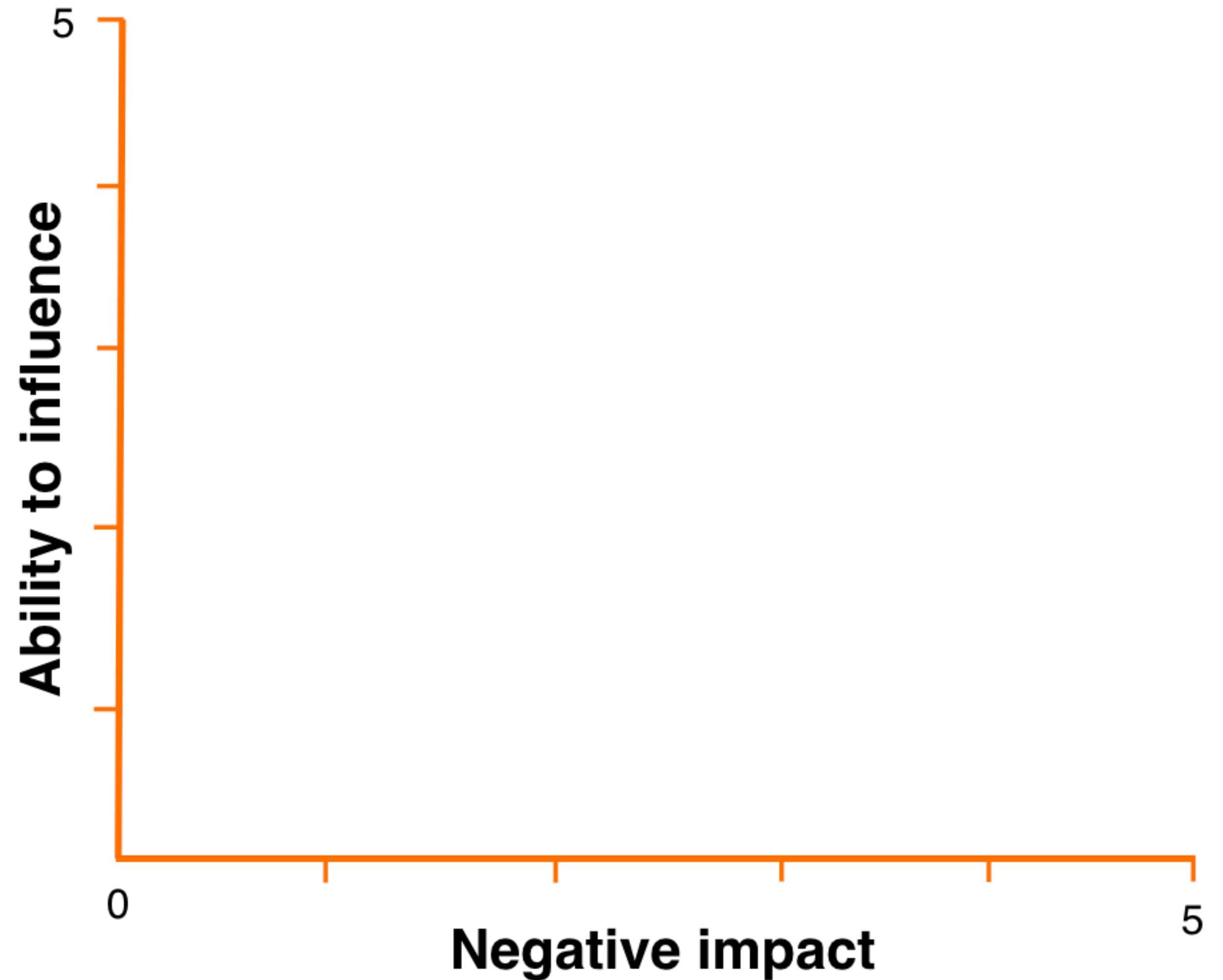
What happens after people use your product / service?

Guideline:

- Think about the things that need to be in place to enable your product or service to exist
- Take into account different stakeholders or partners along the value chain
- Think about energy needs and physical assets like transport, buildings, shipping, packaging, recycling etc.
- Map all these elements to the value chain in the places where they occur
- Create your full value chain picture that enables your product / service to exist and operate
- Think about sustainability and where you believe the most negative impact occurs within your value chain (ESG)

Impact & Influence

1. Map horizontally the negative impact of your value chain
2. Map vertically where you have the most ability to influence
3. Create a change plan for the most sustainable overall value chain.



Thanks!

