

Digital Sustainability Canvas

Description:

The Sustainability Canvas consists of 11 placeholders, each focusing on a different aspect of a project. Each placeholder represents a key component where specific information is filled in and analysed. It provides a structured approach to detect and enhance the sustainability within projects. By filling in each box with detailed information, the Sustainability Canvas can serve as a precursor to a deeper analysis using Life Cycle Assessment (LCA) tools. It helps identify areas for improvement, ensures alignment with sustainability goals, and supports the development of strategies to maximize positive impacts on the environment, society, and the economy.

The placeholders represent key components of the project and outline essential characteristics to be identified. Each placeholder includes guiding questions designed to encourage critical thinking and help users provide relevant information. By addressing these questions, users can uncover insights and pinpoint areas for improvement, leading to a more sustainable project outcome.

Unique Value Proposition (UVP):

The Unique Value Proposition defines what makes the project valuable and unique to its customers. It highlights the key benefits the project delivers, setting it apart from competitors by addressing customer needs in a distinct and sustainable way. Defining the UVP first helps to clarify the project's core purpose and value, ensuring all subsequent decisions are aligned with these goals.

Guiding Questions:

- What unique value does the project deliver to customers?
- Which specific customer needs does the project satisfy?
- How does the organisation create social value for its stakeholders?

Customer Segment (CS):

This placeholder identifies the different groups of customers targeted by the project. Understanding these segments ensures the project is tailored to meet their unique needs and preferences, which helps in designing products, services, and communication strategies that resonate with them. Knowing the customer segments also helps align the value proposition and customer relationship strategies effectively.

Guiding Questions:

- Which customer groups are we targeting with this project?
- How can we tailor the project to meet their specific needs and preferences?

- What adjustments are needed in our products, services, and communication strategies to align with customer expectations?

Customer Relationship (CR):

This section outlines the approach to engaging with customers, building relationships, and maintaining satisfaction. It details the strategies and methods used to attract, retain, and build loyalty among customers, ensuring that the project's value proposition is clearly communicated and continuously supported. Maintaining strong customer relationships helps build trust and fosters long-term engagement, which is crucial for the project's success.

Guiding Questions:

- What types of relationships do the target customer segments expect?
- What is the cost of maintaining these relationships?
- How do these relationships align with the overall business model?

Channels (CH):

Channels describe the ways through which the project reaches and delivers value to customers. This includes distribution methods, communication strategies, and any other means of connecting with the target audience. Identifying appropriate channels ensures that customers receive the value offered by the project effectively and efficiently, supporting both reach and customer engagement.

Guiding Questions:

- Through which channels do the customer segments prefer to be reached?
- Which channels are the most cost-effective?
- What are the impacts of these distribution channels?

Governance (GO):

Governance encompasses the structures, policies, and processes that ensure the project is managed responsibly and transparently. It includes compliance with laws, ethical standards, and sustainable practices, providing a framework that aligns the project with regulatory requirements and stakeholder expectations. Strong governance helps to mitigate risks, maintain accountability, and ensure all project activities are conducted ethically and sustainably.

Guiding Questions:

- Are there regulations that may restrict the project's business model?
- How does governance ensure responsible and transparent project management?
- How does the project align with laws, ethical standards, and sustainable practices?

- Are there tax incentives, government grants, or other external funding opportunities available?

Key Stakeholders (KS):

This placeholder identifies the main stakeholders involved in the project, including internal and external parties such as employees, customers, suppliers, partners, and community members. Understanding stakeholder roles and interests is crucial for aligning the project with sustainability goals, addressing their needs, and fostering positive relationships that support project success.

Guiding Questions:

- Who are the key partners involved in the project?
- Who are the main suppliers, and what roles do they play?

Key Activities (KA):

This section lists the core activities required to implement the DTP, including essential processes, operations, and tasks necessary for achieving the project's objectives. Defining key activities ensures they address stakeholder needs, align with governance standards, and support the value proposition, distribution channels, customer relationships, and revenue generation strategies.

Guiding Questions:

- Which activities deliver value, reach customers, build relationships, and generate revenue?
- How can we integrate social sustainability, like fair labour and safety standards, into these activities?

Waste Management (WM):

This section focuses on how the project manages waste to minimise environmental impact through reduction, recycling, and responsible disposal practices. It also addresses end-of-life or end-of-use scenarios, ensuring all aspects of resource use are considered to promote a circular economy and reduce the project's ecological footprint.

Guiding Questions:

- Does the project have an effective waste management plan in place?
- Have overall waste outputs increased, decreased, or stayed the same?
- Is hazardous waste being managed properly?
- Are digital technologies being leveraged to improve waste management?

Key Technology & Resources (KTR):

This placeholder highlights the tools, technologies, and resources required for the project, such as hardware, software, human resources, and other essential assets. Identifying these resources ensures that all necessary tools and technologies are available and effectively used to support the key activities and overall project objectives.

Guiding Questions:

- What resources support value, channels, relationships, and revenue?
- How do these resources impact the project economically, environmentally, and socially?
- Which assets are available and utilized?

Cost (CO):

The cost section details the financial aspects of the project, including initial investments, ongoing expenses, and potential savings. Understanding these costs is essential for assessing the project's economic viability and ensuring it remains financially sustainable over time. It provides a clear picture of financial requirements and identifies opportunities for cost efficiencies.

Guiding Questions:

- What are the major costs involved in the business model?
- Which resources and activities are the least sustainable, and why?
- Are there more sustainable alternatives available, and do they make economic sense?

Revenue (RE):

Revenue outlines the income generated by the project, including sales, subscriptions, and other streams. It helps assess financial sustainability and profitability by providing a comprehensive overview of the project's ability to generate and maintain income over time. Concluding with revenue ensures that all components are aligned to support the project's overall financial goals.

Guiding Questions:

- Which are existing and possible revenue sources?
- What value are customers willing to pay for?
- What are customers currently paying, and what payment methods are they using?
- What payment options are available?
- Are customers willing to pay extra for sustainability, and are there pricing models that encourage sustainable customer behaviour?