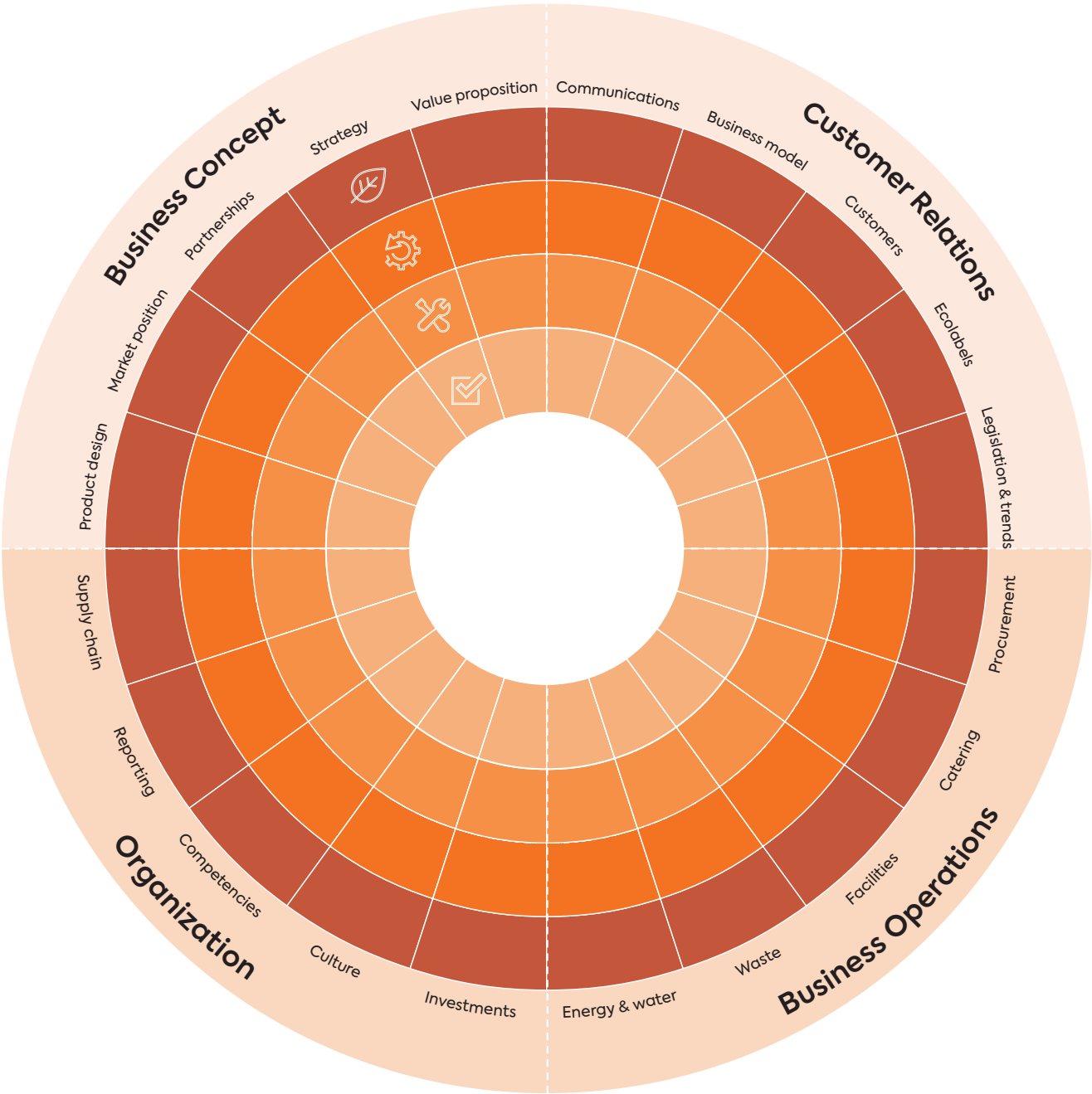


Sustainability Wheel



How to use the Sustainability Wheel

Are you ready to take the temperature on your company’s sustainability? This tool can be used for a quick screening or a more in-depth review. It’s up to you as a user. In principle, you can start wherever you like in the wheel. However, to achieve the greatest impact, we recommend that:

- Manufacturing companies begin with Business Operations and the five associated themes.
- Service and trade companies start with Organization and the five associated themes.

The four steps

The Sustainability Wheel has 20 themes. In each of these themes, you indicate where your company is on a scale from 1-4. Check if you meet the standards of Step 1 before moving on to Step 2 and so on. Mark each step that you meet the standards for, either by dotting or drawing, moving from the inside and work your way out.

After going through the Sustainability Wheel, select which themes you want to work on. Also, make sure to prioritize themes you want to look more into in the short or long term.

The four steps

Approach to sustainability	Examples of sustainability focus	Examples of derived effects
Step 1 Minimum Requirements The company follows external requirements and regulations.	<ul style="list-style-type: none"> • Comply with legislation and regulation • Meet customer and supplier requirements • Documentation and reporting 	<ul style="list-style-type: none"> • Avoid financial penalties • Minimize brand-related risks • Maintain current practices
Step 2 Efficiency Resource consumption and efficiency are examined within the company.	<ul style="list-style-type: none"> • Reduce waste • Address resource scarcity • Take social responsibility • Investigate new and circular business models • Optimize energy & water consumption 	<ul style="list-style-type: none"> • Less negative impact on future generations • Optimized bottom line through savings • Less supplier dependence
Step 3 Sustainable Solutions The company has set goals to not harm the environment and society - net zero or zero goals.	<ul style="list-style-type: none"> • Moving towards carbon neutrality • Labeling and certifications have been obtained • Product development and new circular business models are being implemented 	<ul style="list-style-type: none"> • No negative impact on future generations • Increased credibility – communication and PR • Better top line (growth/new income streams)
Step 4 Sustainable Growth Rather than "doing less harm," the company contributes positively to environment, society, and economy.	<ul style="list-style-type: none"> • Restore (contribute to) the environment and society • Innovative product development • Create new markets 	<ul style="list-style-type: none"> • Positive difference for future generations • Role model for the industry • Clear competitive differentiation and growth

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