

2017 Strategic Technology & Innovation Management Programme

Sustainable Value Roadmapping

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Industrial / managerial need addressed

Despite clear benefits for long-term success, environmental and social sustainability is not systematically integrated into business activities. The Sustainable Value Roadmapping Tool combines sustainable value analysis with roadmapping to address this issue, and to help managers develop sustainable business visions and build strategic pathways towards them.

Expected deliverables

- Sustainable Value Roadmapping Tool (SVRT), including templates, cards and guidelines for self-facilitated workshops
- Workshops with STIM members and resulting documented case studies
- Customisable version (e.g. for advanced technologies)

Engagement opportunities

- Run workshops with interested parties to update tool content and process
- Conduct follow-up interviews to consolidate and customise the tool content

Approach

The SVRT includes templates, prompt cards and a workshop guidebook. This year's project focusses on consolidating the content and process, and potentially developing some customised version of the tool for advanced technologies.



Examples of VISION cards for the SVRT (includes company examples at the back)