

# Integrating sustainable value into innovation thinking

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The Sustainable Value Roadmapping Tool (SVRT) helps managers develop sustainable business visions and build strategic pathways towards them.

## Background

Despite clear benefits for long-term success, environmental and social sustainability is not systematically integrated into business activities.

This suggests the need for tools and methods to assist companies in doing so.

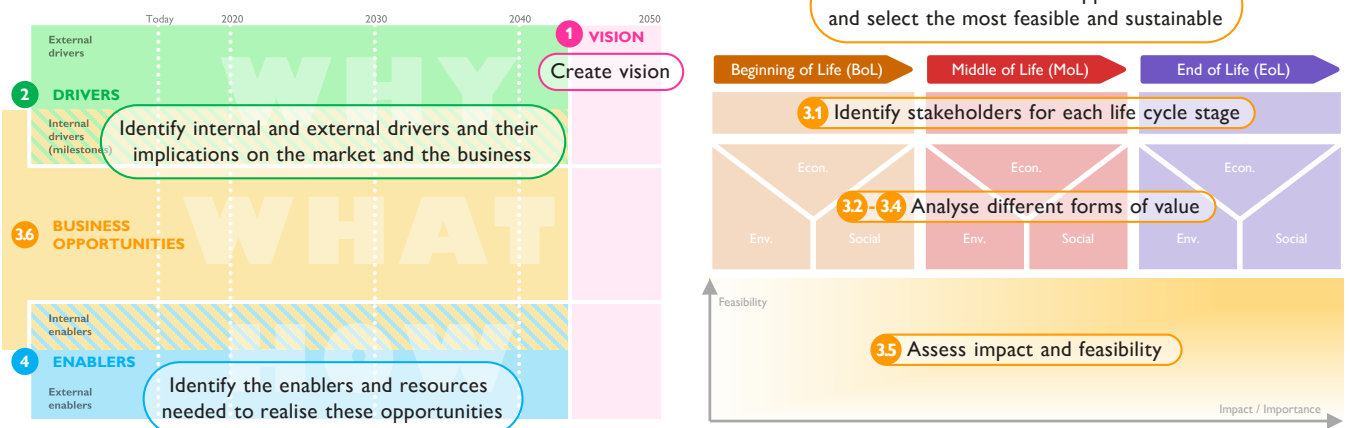
## Aims

The project combines sustainable value analysis with roadmapping to help companies integrate all dimensions of sustainability (economic, social and environmental) into the strategic innovation process. It integrates sustainable value analysis into roadmapping.

## Progress

The SVRT consists of two templates and sets of cards. The tool has been used in facilitated workshops with STIM members and at the R&D management conference.

## Tool templates



## Examples of VISION cards



## Deliverables

- Printable tool (including cards and guidelines for self-facilitated workshops)
- Workshops with STIM members
- Workshop in R&D management conference

## Next steps

This project will continue in STIM 2017 aiming to further develop a customisable version of the tool, e.g. for advanced technologies.