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Readiness analysis tool for sustainable business development collaborations

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Publication date:
2023

Document Version
Publisher's PDF, also known as Version of record

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Schlüter, L. (2023, Mar). Readiness analysis tool for sustainable business development collaborations.

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Readiness analysis tool for collaboration on business model innovation for sustainability

About the readiness analysis

This readiness tool is designed for organizations that intend to work on a collaborative business model innovation for sustainability. It is based on a survey that gives the user an indication of how advanced their organization is in terms of sustainability management and collaboration capacity and experience. The results are displayed in a report that places the organization in one of four archetypes and gives detailed information on their score in each category. With a high score, the company can be seen as ready to enter collaboration on sustainable business model innovation, such as industrial symbioses. Moreover, this tool makes participating employees aware of their own shared (or conflicting) understanding of the organization's readiness, by highlighting the aspects they agree and disagree upon. Thereby it serves as a point of departure for internal or facilitated discussion on increasing capacity for collaborative business model innovations for sustainability.

Location within the wider toolbox for sustainable business model innovation

This tool finds its place alongside a wider toolbox that assists firms in innovating for sustainability. Some existing tools are specifically targeted at manufacturing companies (Barletta et al., 2021) or eco-innovations (Pigosso et al., 2018). This tool stands out by a) focussing on the collaborative dimensions of sustainable business model innovation, b) being aimed at a facilitative process, as it provides several points of interaction between facilitator and company, and c) opening up for a discussion on perceptions on readiness by highlighting points of agreement and disagreement. Furthermore, the tool is currently targeted at Danish organizations, as the material is available in Danish language.

Content of the tool

The developed readiness tool addresses the company's readiness to engage in collaboration for sustainability on two dimensions: 1) sustainability management and 2) collaboration. On the sustainability management dimension, the tool analyses the employees' sustainability-related skills and development plans, management support, mindset and culture for sustainability, tools for evaluating the impact of business decisions on environment and society, and strategy and aims for sustainability and indicators to track progress. On the collaboration dimension, it investigates the general collaboration capacity and experience across a range of stakeholders, targeted experience with collaboration for sustainability, and openness for new collaboration and data sharing.

Please cite as: Schlüter, L. (2023). Readiness analysis tool for collaboration on business model innovation for sustainability. Aalborg University.

Instructions of use

Please see the user manual (document "A. Brugervejledning") for instructions on how to use the material.

Acknowledgements

This tool was developed as part of an action research project conducted at Aalborg University Business School in collaboration with the EU-funded project "Green Resource-Ecosystems North Jutland", led by Port of Aalborg A/S.

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