

# ON TO NEW GOALS

Rate the following statements for your company on a scale of one (“not at all”) to five (“very much”). Good luck and have fun with the next steps!



## Self-assessment



How strongly is sustainability anchored in your business model?



How freely can creative approaches be pursued in your company?



Is your company pursuing new ideas and approaches in the form of sustainability pilot projects?



## Self-check & kick-off

NEW SOLUTIONS!

### 1. What makes a good entrepreneur?

- a) They are able to resolve tensions and take the decision that has the fewest disadvantages.
- b) They are able to manage tensions constructively and create new solutions on this basis.
- c) They use the competition as a benchmark.

### 2. Returnable cups vs. disposable cups:

- a) Returnable cups are a way of avoiding waste.
- b) Returnable cups are always more sustainable than disposable cups.
- c) Returnable cups aren't as popular with consumers.

### 3. When and how should companies communicate their sustainability efforts?

- a) Pilot projects, also in detail – transparent insights are convincing.
- b) Only when things are perfect – otherwise they make themselves vulnerable to the competition.
- c) Measures which are part of an overall strategy – that makes it different from green-washing.