



SUSTAINABILITY ASSESSMENT for early-stage product ideas *by Fraunhofer IAO*

The Sustainability Assessment canvas is a tool that allows an evaluation of early-stage business concepts and product ideas (further on: “startups”) by the different means of sustainability. This tool is supposed to be a quick-check for two interest groups:

1. Entities who are screening the world of startups and new solution providers as an enhancement of their existing urban mobility offering. Here the relevant question is *“Does the new solution provider fit our strategic sustainability goals and would this be a benefit to our existing solution?”*
2. New industry entrants who are interested in collaborations with existing urban mobility offerings. Therefore the tool can deliver an answer to the question *“Does my offering apply to sustainability criteria and therefore meet the sustainability goals of collaboration partners?”*

Therefore the following key areas of sustainability are investigated and an overall sustainability score can be derived.

- **Ecologic sustainability** (e.g. environmental protection, reduction of resource usage, prevention of air-/water-pollution, reuse-reduce-recycle principles, etc.)
- **Social sustainability** (e.g. equality, diversity, community development, security, social justice, etc.)
- **Economic sustainability** (e.g. financial resilience, solid investment base, long-term financial strategy, conscious and organic enterprise growth, etc.)

ECOLOGIC SUSTAINABILITY

Startup Name: _____

No Rather No Rather Yes Yes

Ecol1

It is impossible to explain the startups' vision without talking about matters of **ecologic** sustainability.

Ecol2

The startup has a clear process for the communication, reflection, and improvement of its **ecologic** impact. (e.g. regular meetings, specific goals & measures)

Ecol3

The startup has defined exclusion areas/industries that it does not engage in as they are not compatible with its **ecologic** vision.

Ecol4

The startup cooperates with authorities to meet and refine anticipated **environmental** regulations. (e.g. engagement in current challenges, proposal that exceed current regulations)

Ecol5

The integration of ecologic sustainability is crucial for the development of the startups' concept.

Ecol6

The startup chooses partners/suppliers by their commitment on environmental issues. (e.g. traceable and transparent supply chain)

Ecol7

The proposed product can be manufactured/ provided without being reliant on non-renewable resources.

Ecol8

The startup has chosen materials and intermediate products that are recycled or reused.

Ecol9

The production processes are designed to reduce waste, consumptioned materials, hazardous substances and energy.

Ecol10

The product is designed with reusability and recyclability as a main consideration.

Ecol11

The product is durable and can be easily maintained, updated or repaired. (e.g. replaceable parts/ a modular structure, reduction of inseparable connections)

SOCIAL SUSTAINABILITY

		No	Rather No	Rather Yes	Yes
Soc1	It is impossible to explain the startups' vision without talking about matters of social sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc2	The startup has a clear process for the communication, reflection, and improvement of its social impact. (e.g. regular meetings, specific goals & measures)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc3	The startup has defined exclusion areas/industries that it does not engage in as they are not compatible with its social vision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc4	The startup cooperates with authorities to meet and refine anticipated social regulations. (e.g. delivering solutions for current challenges, proposal of initiatives that exceed current regulations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc5	A connection to local communities helps the startup to create additional value for its customers (e.g. support of local businesses and existing infrastructures or improvement of the quality of living)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc6	The startup strives to create an open ecosystem in order to create a sustainable advantage. (e.g. creation of new business opportunities for users and suppliers via participation models)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc7	The product is available without third parties that can control the access to the product. (e.g. wholesalers, app-stores, recommendation algorithms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc8	The product is affordable for most users and has the potential to be used by the vast majority of people. (e.g. usage instead of buying, price reduction due to realized cost advantages from sustainability measures)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc9	The integration of social sustainability is crucial for the development of the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc10	Partners/suppliers are chosen by their commitment on social issues. (e.g. fair wages on tier-n level)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soc11	The startup has defined actions to ensure the well-being and positive development of its employees. (e.g. fair wages, investment into employees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ECONOMIC SUSTAINABILITY

No Rather No Rather Yes Yes

Econ1

It is impossible to explain the startups' vision without talking about matters of **economic** sustainability.



Econ2

The startup has a clear process for the communication, reflection, and improvement of its **economic** impact. *(e.g. regular meetings, specific goals & measures)*



Econ3

The startup has defined exclusion areas/industries that it does not engage in as they are not compatible with its **economic** vision.



Econ4

The startup cooperates with authorities to meet and refine anticipated **financial** regulations. *(e.g. delivering solutions for current challenges, proposal of initiatives that exceed current regulations)*



Econ5

There is no dependency on other companies to get the offering to the customer. *(e.g. wholesalers or app-stores that have an influence on the pricing and are essential to reach our users)*



Econ6

Expenses can be fully covered with the revenues from the offering and are not depended on external investment sources.



Econ7

The startup is following a long-term financial strategy and is clearly aiming to be a financially independent company.



Econ8

The startup is able to grow organically and new employees and new investments are in accordance with its financial situation.



Econ9

The startup can create additional revenue due to its implementation of sustainability measures.



Econ10

The startup creates additional revenue due to reusability and recyclability.



Econ11

The startup is able to create cost advantages through the reduced consumption of materials, hazardous substances, or energy.

