

# VINCIT

## HOW TO CREATE A SUSTAINABLE AND FUTURE-PROOF BUSINESS

Strategic design and multidisciplinary teams are the key  
in the journey toward sustainable business

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# EXECUTIVE SUMMARY

**The race to slow down the climate crisis and transform businesses to respect our planet is speeding up the need for transformation.**

There's a growing demand for sustainable business and digital services to align with ambitious carbon neutrality targets. Business leaders are facing pressure from employees, customers, shareholders, and society as a whole to address these issues on the operating level. In many cases, businesses are driving the green transition.

Sustainability is much more than just a necessary audit or report – it's an opportunity to thrive in complicated and ever-changing business landscapes. Sustainability gives the perspective for future-proofing your business.

**New customer segments, markets, and opportunities for progress are waiting for those companies that actively and creatively work toward more sustainable solutions.**

This also requires a large shift in mindsets, business models, and ways of working. For many, the big question is where to get started.

Our strategic design approach helps companies, cities, and public corporations, big and small, to tackle the struggles of creating sustainable services and digital solutions. Strategic design can systematically facilitate the iterative and ongoing transition towards sustainability on all organizational levels – from strategy and direction, business models, offerings, productization, culture and values to tactical details in communications, marketing, and user interfaces.

**At Vincit, we put people – customers, stakeholders, employees – and their needs and motivations at the core of the design process.**

**We can help operationalize sustainability from cultural and strategic levels all the way to launching and running individual initiatives.**

The shift needed is large but the work doesn't have to be complex. We'll help you break it into realistic steps on the way.

**The key outcome is a human-centric strategic vision and roadmap that defines and meets the exact sustainability needs relevant to your operation – and helps your business succeed in the future.**



**BUSINESSES  
ARE DRIVING  
THE GREEN  
TRANSITION**

01

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# SUSTAINABILITY AND CURRENT PAIN POINTS



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**The current market landscape is dominated by the ongoing digital transformation and new and disruptive business models entering the market.**

**At the same time, environmental problems and regulations are increasing and there's an ever-greater desire from consumers and companies alike to minimize the environmental footprint of their activities and improve their handprint to maximize their positive impacts.**





# SUSTAINABILITY TRENDS FOR BUSINESSES

Growing customer demand for sustainable products and services	Sustainable and resilient supply chains that ensure the ability to thrive in an uncertain market environment	ESG as a primary market driver, meaning a wider focus than just the environment to also include social issues and governance
The demand for circular business solutions that recover or recycle resources		An increasing understanding of data and technology and the impact they can have on sustainability – both as an enabler of reductions as well as a source of carbon emissions
EU and national level regulation that shapes reporting requirements from companies	The race to net zero as companies increasingly work to minimize the impact of their operations on the environment in the upcoming 2–5 years	



# THE 9 CHALLENGES OF SUSTAINABILITY TRANSFORMATION

1 Lack of strategic direction or vision for sustainability	4 Insufficient understanding of business potential and risks	7 Difficulty in communicating sustainability and the need to avoid green-washing
2 Knowing where to get started with such a large change	5 Insufficient customer understanding to support business development	8 Assumptions that customer demands don't support ambitious sustainability efforts
3 Restrictive organizational cultures, structures, or silos	6 Missing shared internal understanding of or commitment to sustainability	9 Complicated supply chains that lack transparency



**YOU CAN'T HAVE  
SUSTAINABLE BUSINESS  
TRANSFORMATION  
WITHOUT A SYSTEMIC AND  
HOLISTIC UNDERSTANDING OF  
BUSINESS, CUSTOMERS,  
EMPLOYEES, THE MARKET,  
AND THE FUTURE.**

**This is where Vincit's strategic design approach and hands-on implementation skills can help.**





# FACTORS PUSHING COMPANIES TOWARD SUSTAINABILITY

## GROWING DEMAND

Internationally, 70 % of consumers are interested in buying more sustainable and responsible products and services.

According to the Nielsen Global Sustainability survey, 66% of consumers are willing to pay more for responsible products.

Sales of responsible products are growing four times faster than traditional products. This is particularly evident in B2B sales, as B2B decision-makers look for responsibly provided services. As businesses set targets to reduce their emissions, interest in solutions that help achieve this goal is increasing.

According to Finnish think tank Sitra's evaluation, the circular economy will offer Finland's economy an annual growth potential of at least 1.5 to 2.5 billion euros.

## LEGISLATION AND GUIDING PRINCIPLES

EU Corporate Sustainability Reporting Directive (CSRD) and Finnish national corporate responsibility legislation in preparation are likely to result in increasing demands for companies to report and work towards minimizing their negative impact throughout value chains.

The EU biodiversity strategy 2030 and Circular Economy Action Plan 2030 contain specific actions and commitments to support the green transition.

## FINANCIAL INCENTIVES

Stimulus/recovery packages are bringing investments, especially in the green transition (for example the EU Green Deal and Sustainable Growth Programme for Finland).

Rising numbers of individual investors are opting for responsible companies and sustainable solutions, resulting in new solutions from financial companies.

Companies are building executive bonuses increasingly also on ESG performance – for example, cutting down carbon emissions and improving workplace safety.

**02**

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# **STRATEGIC DESIGN IS KEY TO FACILITATING CHANGE**



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Before taking a closer look at how Vincit can help enable sustainable business, let's check our acronyms and how we like to define sustainability at Vincit.

**Sustainability is often understood through environmental, social and economic needs and resource limitations.**

Sustainability can be defined as “the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come.”

**[UCLA Sustainability: What is Sustainability?](#)**





# STRATEGIC DESIGN AT VINCIT

The Vincit way to ensure a sustainable business transformation is to use multidisciplinary teams combining strategic design, data, and technology. The five main lenses of this approach are:



## SYSTEMS THINKING

Systems thinking enables a holistic, big-picture view of the problem space and how things are interrelated. This gives designers the opportunity to look into the organization, ecosystem, value chain, or network from different angles for zooming between strategic and tactical levels.



## FUTURE THINKING

and scenario work ensure the long-term view for better decision-making that increases resilience as well as the opportunities to create a lasting impact.



## TOTAL EXPERIENCE

includes all stakeholders, customers, employees, and investors, both as individuals and as social groups. This lens ensures that we understand people, their needs, and their behavior to make sense of the value and impact of the context we're working with – while at the same time making sure that digital solutions are usable and accessible for everyone.



## LIFE-CENTRIC THINKING

include all life, which means non-human life and the biosphere need to be considered in the problem and solution spaces. The goal is to make sure we reduce negative impact and increase positive impact to maintain a thriving biosphere in the future.



## BUSINESS THINKING

includes for example market and business analysis, customer insight, business models, and operational structures to improve business in relation to the other lenses.



**03**

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# **HOW STRATEGIC DESIGN WORKS IN PRACTICE**



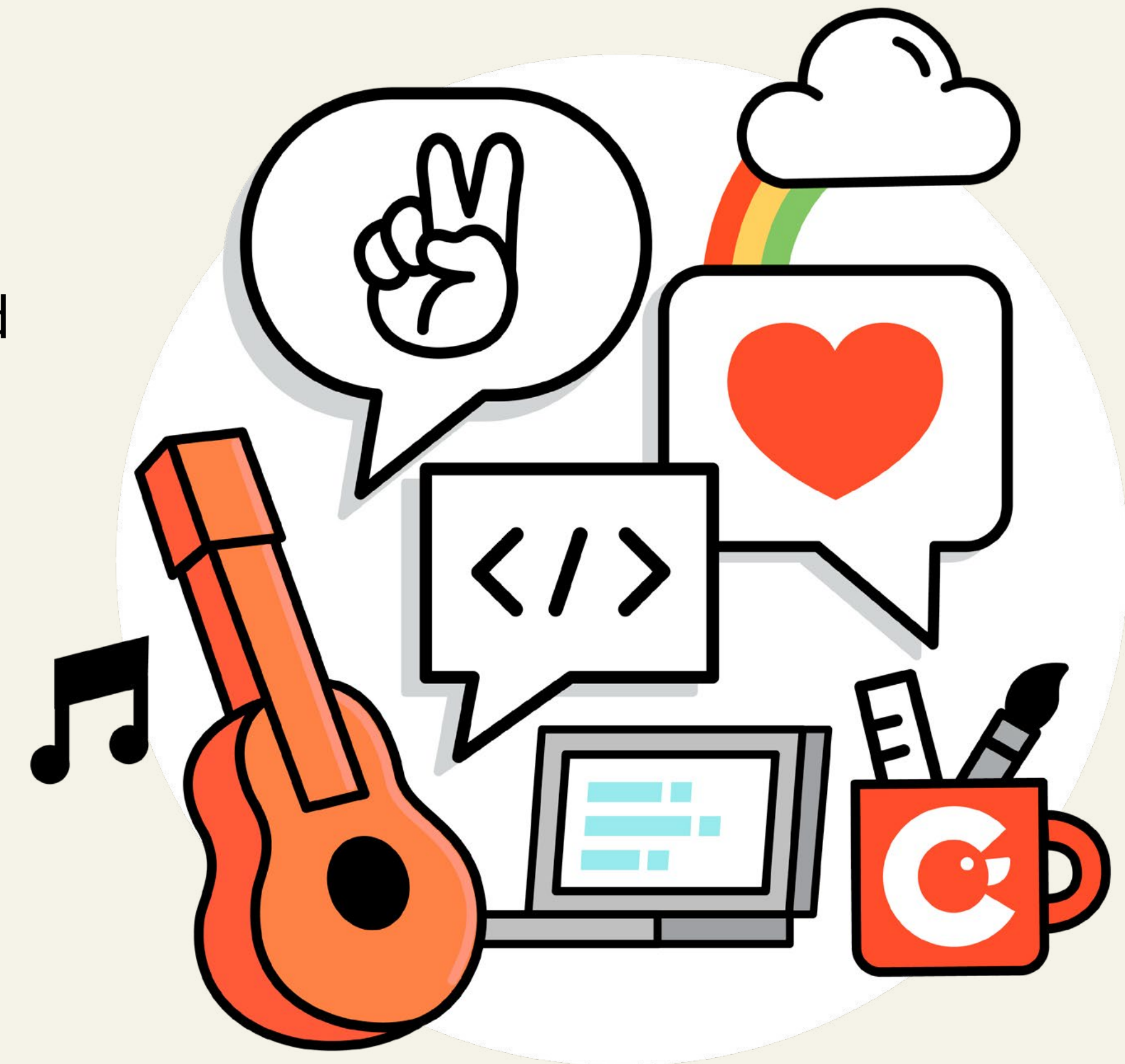
**VINCIT**

**At Vincit, we aim to design and build a better and more sustainable future** by creating digital solutions – data architecture and digitalization of processes, supply chains, and other business operations – that promote sustainable and circular business together with our customers.

We're integrating sustainability into customer experience and making sustainability data more visible for both B2C to B2B customers.

We're also constantly developing Vincit's expertise and tools on the topic and actively adding to our own capabilities.

[Read our own sustainability report](#) to learn more.



# HOW OUR CUSTOMERS CREATE SUSTAINABLE VALUE WITH US



## DIGITAL SOLUTION

Accessibility of digital tools and services

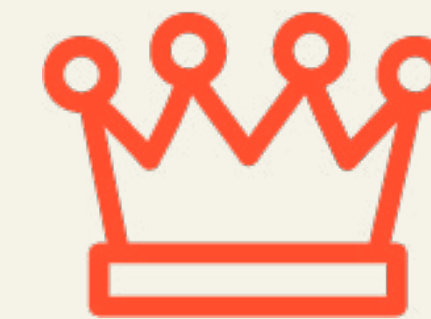
Green software and architecture



## TRANSPARENCY AND IMPACT

Sustainability and transparency in product information

Optimizing carbon footprint & efficiency with data & ERP



## SUSTAINABLE BUSINESS

Circular business and resale models

Sustainable business transformation

To deliver value for our customers, we want to understand

- current strategy
- business goals and ambition
- organisation, culture and values
- employee and customer perspectives
- technology and data flows

The goal is to use the strategic design lenses and get insights of the relevant areas from the strategic to operational levels and collaboratively form the vision for the desired future.

**We're excellent at working with and facilitating multidisciplinary teams to connect strategic design, business goals, real human behavior, data, and technology.**

We ask our customers to share information and collaborate closely with us – the results of the insight work are always better when it's a journey of co-creation.

We never work in a vacuum, but invite the actual stakeholders to participate in the work to ensure our customer's transformation strategy meets its goals.

We believe that **iterative design and rapid learning from findings** produce the most valuable and sustainable outcomes. The task may seem large and complicated, but we have a set methodology to facilitate the process and make it manageable and effective.



**These are the 4 steps our collaboration can be built on:**

# **BUILDING SUSTAINABLE FUTURE VISIONS, STRATEGIES, ROADMAPS, AND WAYS TO FACILITATE THE CHANGE**

We form the future visions and strategies of sustainable business based on a strategic design process, deep analysis, and data. We validate existing strategies and priorities as part of the process. The goal is to support the most viable direction by creating an idea of the preferred sustainable future and then drafting the strategic choices and roadmaps that will help you reach the desired state.

We bring Vincit experts with complementary skills into multidisciplinary teams that combine strategic design, data, and technology in a way deemed most useful for your goals.





# ENSURING A HOLISTIC UNDERSTANDING OF CURRENT AND FUTURE LANDSCAPES AND BUSINESS OPPORTUNITIES

We build a broad stakeholder understanding and help understand the possible relevance of previously overlooked stakeholder groups and unmet needs. Based on customer insight and co-creation, we'll find and map the most relevant needs and motivations for the business now and in the long run – analyzing the customer potential.

We'll raise future trends and relevant sustainability perspectives and create options for business opportunities based on the scenarios and identified market gaps.



# ENGAGING IN SUSTAINABLE AND CIRCULAR BUSINESS INNOVATION AND RENEWAL

We provide examples of inspiring cases that have managed to transform sustainability challenges into profitable businesses with innovative solutions. We also initiate and facilitate innovation programs for sustainable solutions.

This leads to the creation of different business development streams, objectives, activities, and roadmaps to reach the goal. Our designers can spar sustainable and circular business innovation and renewal by bridging the gaps between the problems and opportunities across the organisation, its operations, value chain and partner networks.



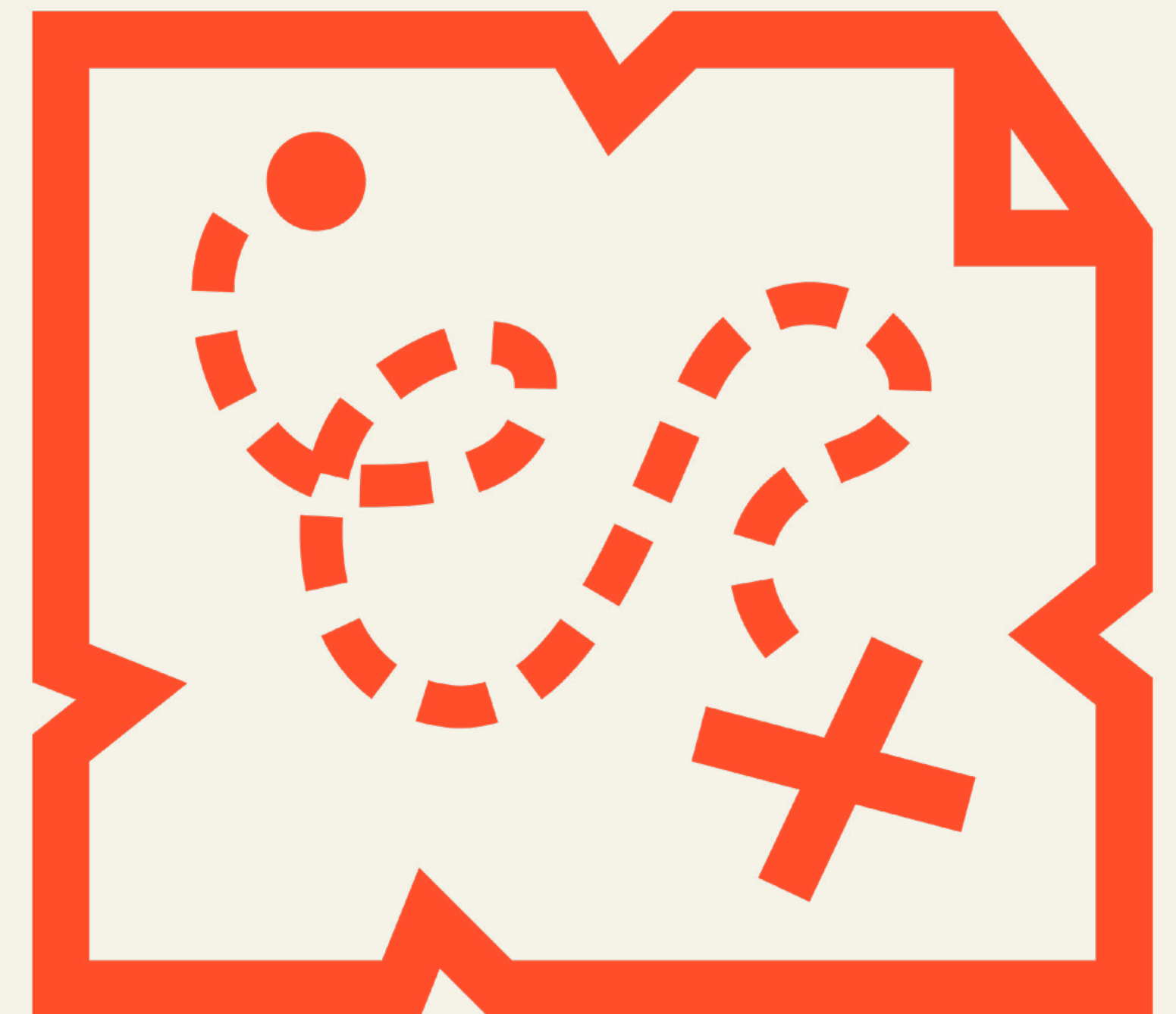
# ENSURING PARTICIPATION AND COLLABORATION FOR CHANGE

We promote an active and open dialogue and collaborative innovation with stakeholders from potential customers to investors and competitors. Our goal is to bring up possibilities for participation in business ecosystems. We help to create agile change management operations, visualisations and narrative to foster the change across the organisation and reaching relevant stakeholders.



**VINCIT IS A PIONEER IN DESIGNING AND BUILDING  
PLANET-POSITIVE SOLUTIONS IN EUROPE.  
WE CREATED THE PLANET CENTRIC DESIGN™ TOOLKIT  
ALREADY IN 2019.**

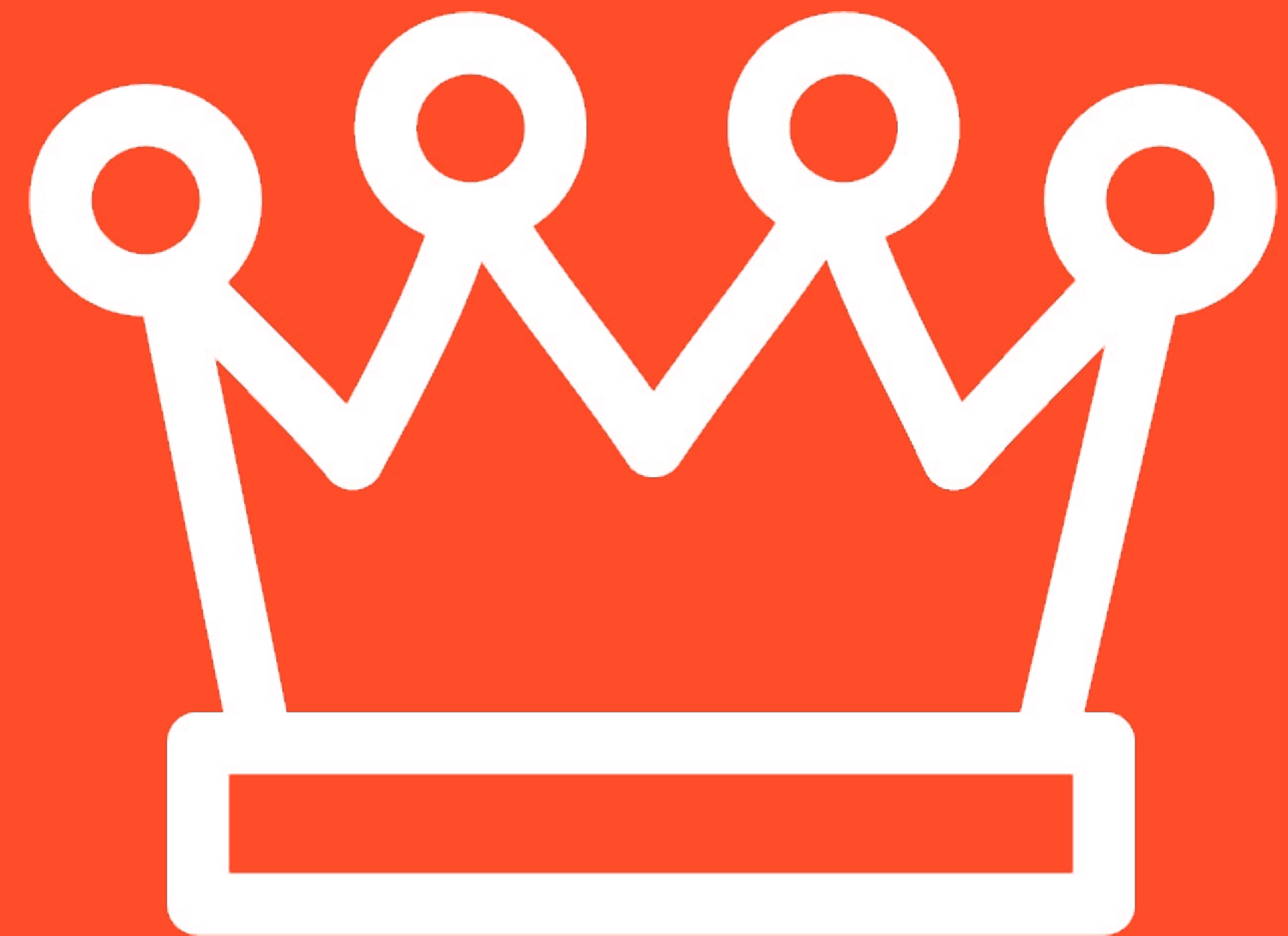
Planet centric design is a methodology for designing products and services that don't harm life on this planet. It's a challenge as planetary systems are complex and intertwined in ways that humanity doesn't fully understand. However, this is the reason we need design processes and tools that help us navigate complexity and create better solutions for society that fit within the Earth's boundaries.



**04**

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# **THE BENEFITS OF SUSTAINABLE TRANSITION**



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# GOING FOR IMPACT

**Companies with sustainability as a driver reach multiple business benefits:**

## **BEING BOLD AND INNOVATIVE**

Be creative and try out new things, use an experimentation approach, invest in sustainability innovations, and find further untapped potential.

## **DEVELOPING NEW PRODUCTS AND SERVICES**

Grow/broaden your sustainability offering and create coherent product/service collections.

## **ENSURING CUSTOMER CENTRICITY**

Sustainability solutions are based on strong and constantly developing customer insight and new ways to collaborate with customers and future customers. This requires integrating and measuring customer value throughout the digital customer experience.

## **DOING GOOD BUSINESS**

Sustainability solutions have excellent business opportunities, a positive impact on the employee brand image, and finance and profit potential.

## **CREATING A COMPETITIVE EDGE**

Differentiate from competitors with better and more sustainable solutions and measure, demonstrate, and communicate impact in a compelling way.

## **PROMOTING COLLABORATION**

Develop products and services together with customers and innovate in partnerships and look for ecosystem possibilities.

## **BEING A FORERUNNER**

Optimize your own business and constantly raise the bar.

## **HELPING TO TRANSFORM THE INDUSTRY**

Demonstrate that sustainability is good business and create pressure and incentives for other companies.

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**WANT TO DISCUSS HOW  
VINCIT CAN HELP YOUR  
SUSTAINABLE BUSINESS  
TRANSFORMATION?**

# CONTACT US!



**Jonna Tötterman**

Business Director, Strategy & Design

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Jonna is the Business Director leading the Vincit Strategy & Design team of strategists, business experts, and service designers. Her key interest is bringing environmental and social sustainability into each customer context and driving the change toward a green future.

In recent years, her focus has been strategic design, total experience, and organizational change. Her background is in human emotion and motivation design, inclusive design, data-driven design research, and experimentation and she has also coached and taught experimentation culture and service innovation for several clients.

Jonna is a co-founder of Designing for Children's Rights, an international non-profit organization that brings together change-makers from businesses, academia, and design and raises awareness for digital well-being, children's perspectives, and a sustainable future.



**Liisa Karttunen**

Senior Strategic Designer

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With almost a decade as a consultant for service business behind her, Liisa has a background as a concept designer and as a cleantech venture business developer.

Starting in 2005, she has also contributed to many scenario processes as well as pioneered hands-on implementation regarding sustainable lifestyles. She was among the stakeholders to be invited to the development of an EU-level vision **SPREAD 2050**

She has been an expert at the Peloton Innovation Camp for sustainable startups and part of the group work that resulted in the book *Olimme kuluttajia* (Once Were Consumers).



**Anssi Falk**

Business Development Director

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Anssi, identifying himself as a passionate observer of people, consumer behavior and digital commerce, has a decade of experience in ecommerce and customer experience. He is responsible for the business development of Vincit eCommerce business and is, together with others, ensuring that sustainability is and will remain a key focus in business and digitalisation.

Driven by a genuine interest in people and their consumer habits, Anssi has vast experience in analysing the dynamics between businesses and customers. By leveraging this experience, he aims to provide insights into customer decision-making and offer practical recommendations for businesses, helping them understand their customers and develop effective strategies for engagement. He sees the comprehensive understanding of one's customer as the basis of running a successful business. Technology, as Anssi sees it, does not only provide the capabilities of running your business in digital but also the means to reach a level of customer understanding that makes running that business successful.



**We are a modern business consultancy with a diverse group of experts passionate about creating holistically sustainable and thriving businesses that have an increasingly positive impact on their surroundings in a world defined by accelerating sustainability challenges**



# VINCIT

**Read more:**

**[www.vincit.com/work](http://www.vincit.com/work)**

Building tangible **competitive** advantage in digital sales through sustainability

Circular economy sparks new business – where to **start**?