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& UNSER
NETZWERK
SO GEHT
GRÜNDEN!**

#30jahrebpw

**BPW
2025**

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BPW 2025

Seminarprogramm Berlin



Investitionsbank
des Landes
Brandenburg **ILB**



How to incorporate sustainability into your business concept

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Agenda

- Theory: triple bottom line
- Idea Concept & Purpose
- Check In: Pitch
- IOOI Logic Model: creating impact
- DIN SPEC 90051: external evaluation, an „audit“
- Check Out

- Theory: triple bottom line
- Idea Concept & Purpose
- Check In: Pitch

People, planet and profit represent the three tenets of the triple bottom line business concept.

Triple bottom line is a method of assessing the performance of a business by taking account of social and environmental factors as well as its financial results





Unique Selling Point

Innovative aspect of your idea
Main features of your product

Why should a client buy my product instead of the competitors' products?

Which of the customer demands is highlighted here?
Additional benefit for your customers your competitors do not offer.

Name features that make your proposition unique in comparison to your competitors' items.

Examples

- Quality differences/packages for services & price
- Innovation / new elements
- Cost leadership

Products/Customer Service

Describe/structure your value proposition in a way that everyone understands what is available

What does it look like? What do you sell?

What can your client buy?

What are your core competencies, your strengths?

Differentiate clearly between your (various) offers by describing their characteristic features

Business Idea

....

Customer Benefits

What do my clients/target group expect when they order sth. / hire me/purchase my product?

- Product features / What is my product able to do?
- What is my client's benefit from buying the item?
- What problems might my product solve?

Examples

Material/immaterial profit (what in particular?), to save time and/or money, to gain prestige, for the own convenience or fun, to experience adventures, to feel more secure

People with the same needs, desires or problems are part of one target group. What are their needs? Differentiate between your Target groups by **characterizing each target group** with regard to the following aspects:

B2C or B2B

Socio-demographic criteria

family / personal status
age, sex, income

Geographical criteria

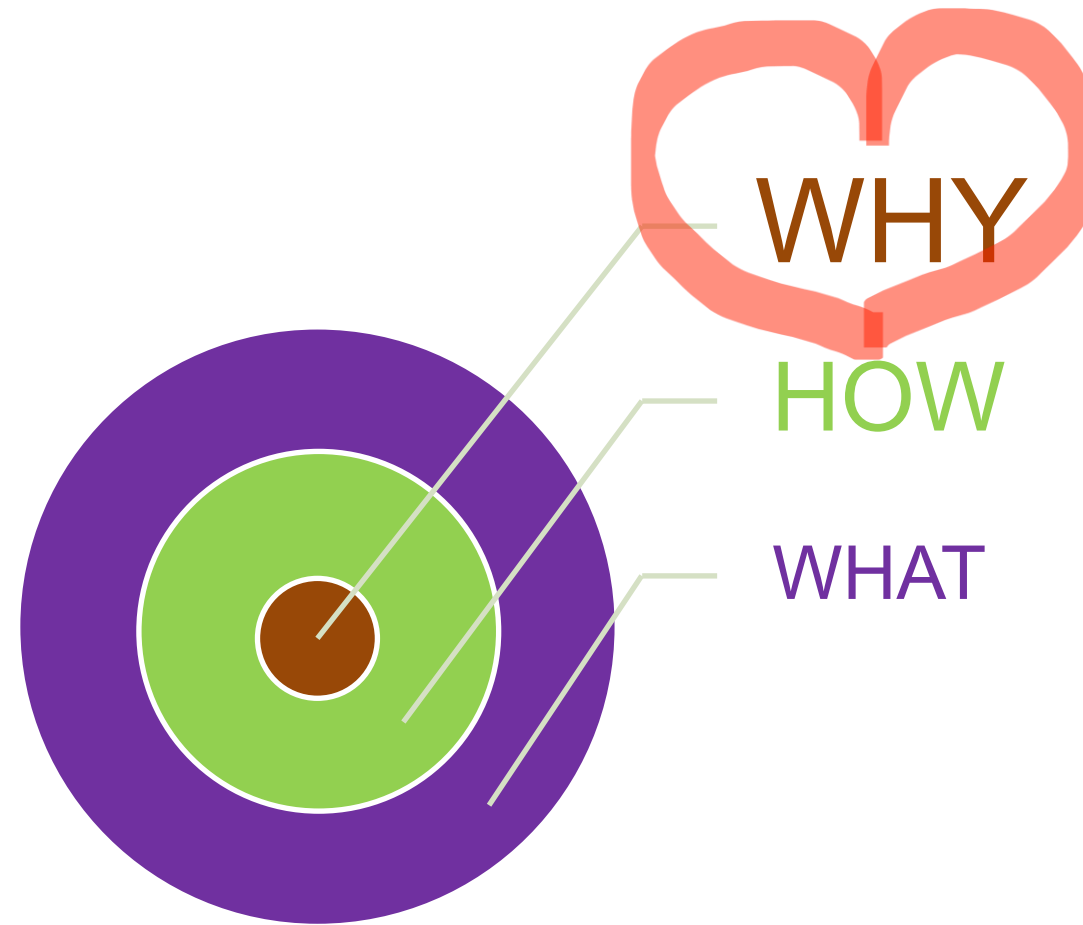
What is the range you aim at for each product/service? city, countryside, region, nation, continent, the planet

Psychological criteria

- Means the attitude and values that influence the consumer's behaviour
- Means preferences, awareness of status, openness, aesthetical sense etc.

(Desired) Target Groups

Inside-Out Perspective



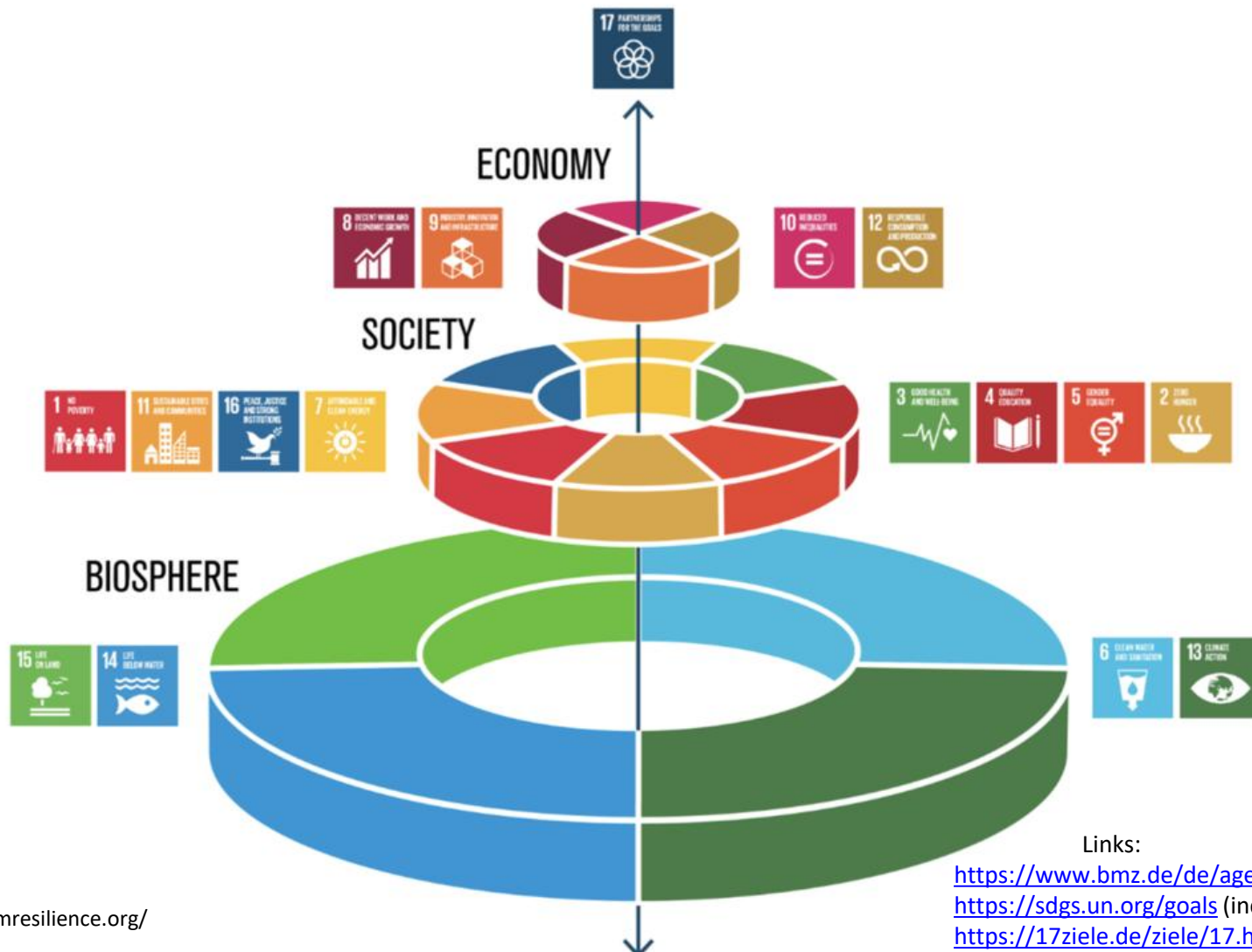
Means your personal ambition to incorporate impact in an ecological and/or social sense.

What is your sustainable purpose?

WHY is it important for you to incorporate certain sustainable aspects in your business concept that are carried from the inside (motivation) to the outside (customers, society, the world)?

Outside-In Perspective

Means your purpose, your mission derives from or is triggered by an existing system, certificate, law or global goals like 17 sdgs by UN



Pitch your sustainable idea

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Idea concept

- products/services
- target groups
- customer benefit
- USP

Sustainable aspects:

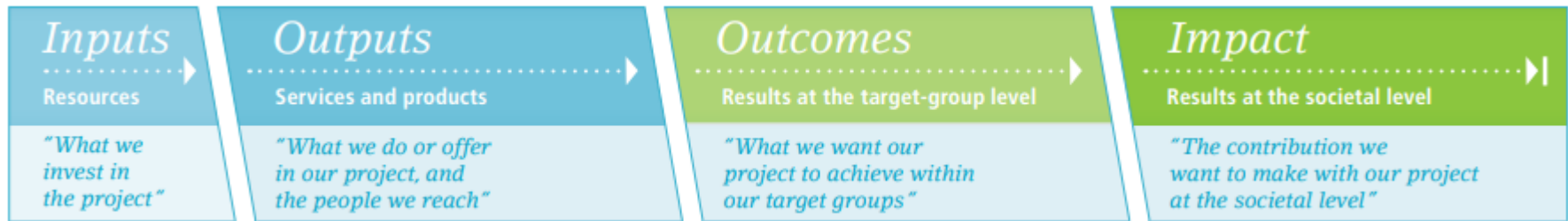
- Inside-Out perspective
- Outside-In perspective



IOOI Logic Model

IOOI Logic Model

Infrastructure value proposition/
idea concept target groups societal/ecological/economic
impact



Beware of mixing up terminology!

As is the case for project objectives, the terminology associated with the elements of logic models are not always used uniformly.

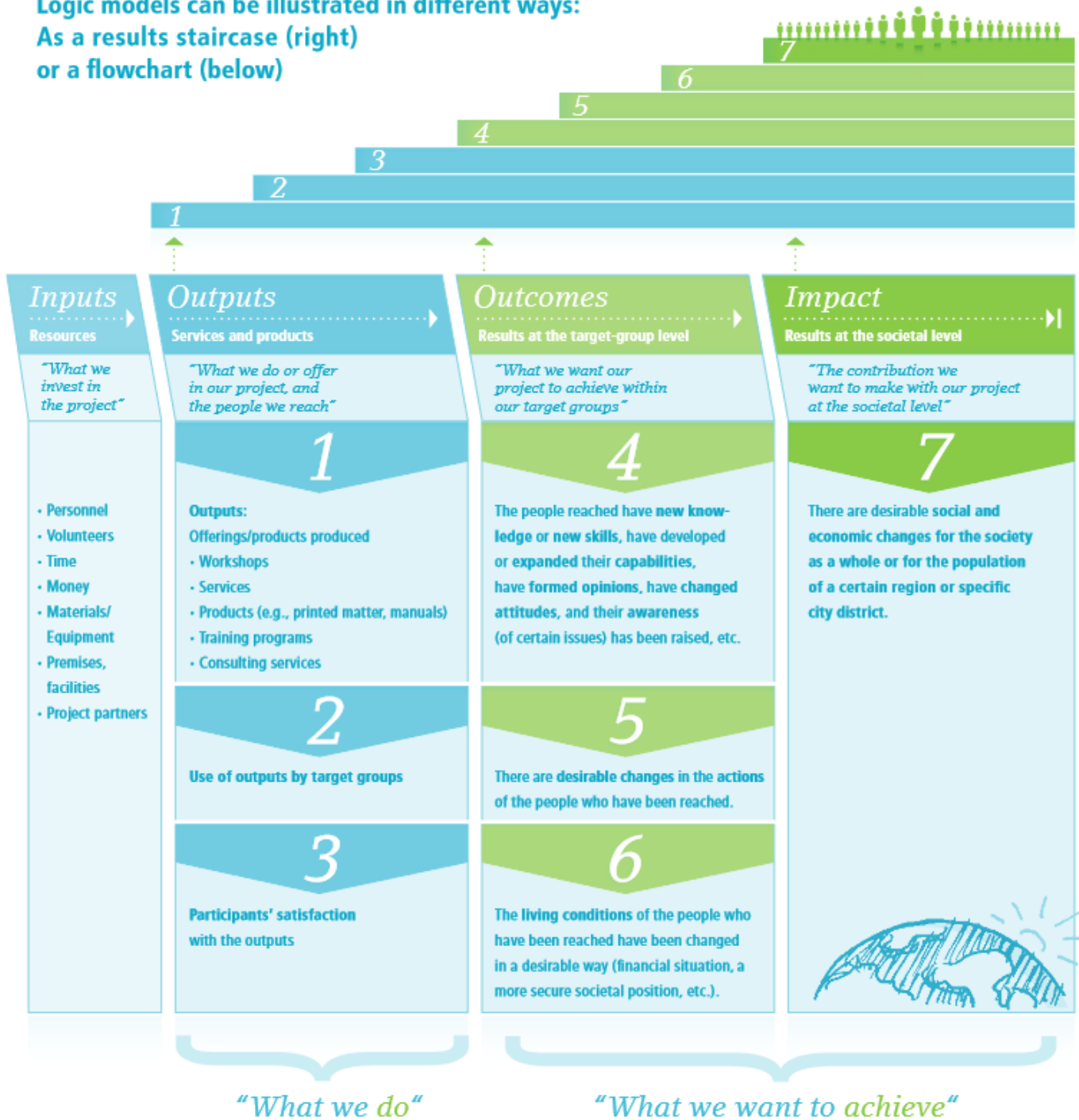
The Social Impact Navigator uses the following definitions:

<i>Inputs</i>	The financial, human and material resources used for a project.
<i>Results</i>	The output, outcome or impact (intended or unintended, positive and/or negative) of a project or an intervention.
<i>Outputs</i>	The services and products produced by a project as well as the target group's use of the services or products.
<i>Outcomes</i>	The project's effects at the target-group level.
<i>Impacts</i>	The project's effects at the societal level.

Logic models can be illustrated in different ways:

As a results staircase (right)

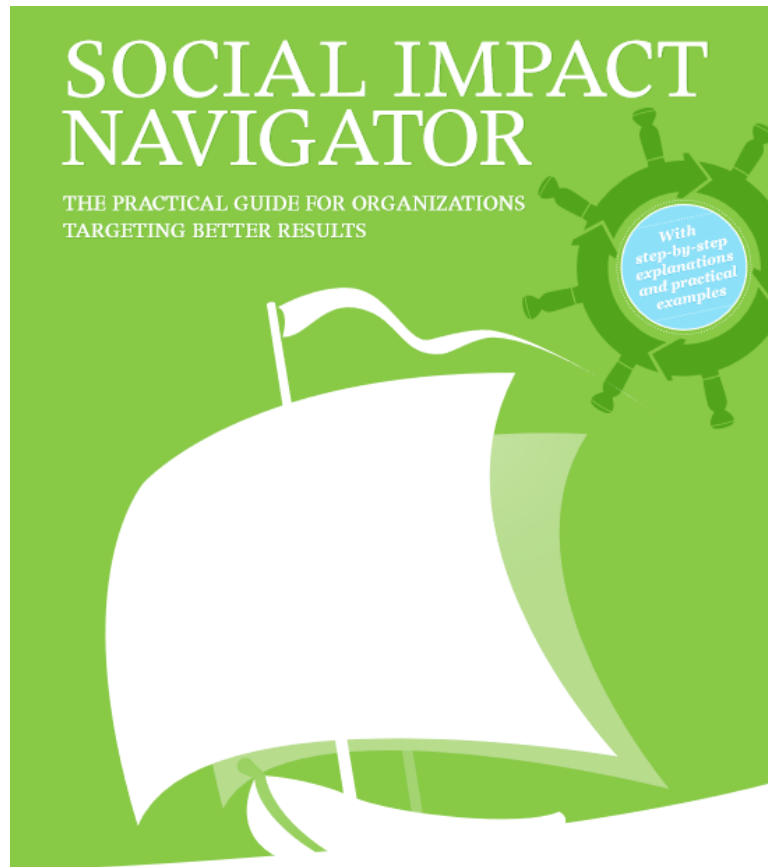
or a flowchart (below)



All downloads at a glance - Social Impact
Navigator (social-impact-navigator.org)

Phineo AG

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workbook, playbook, dictionary...

Supported by

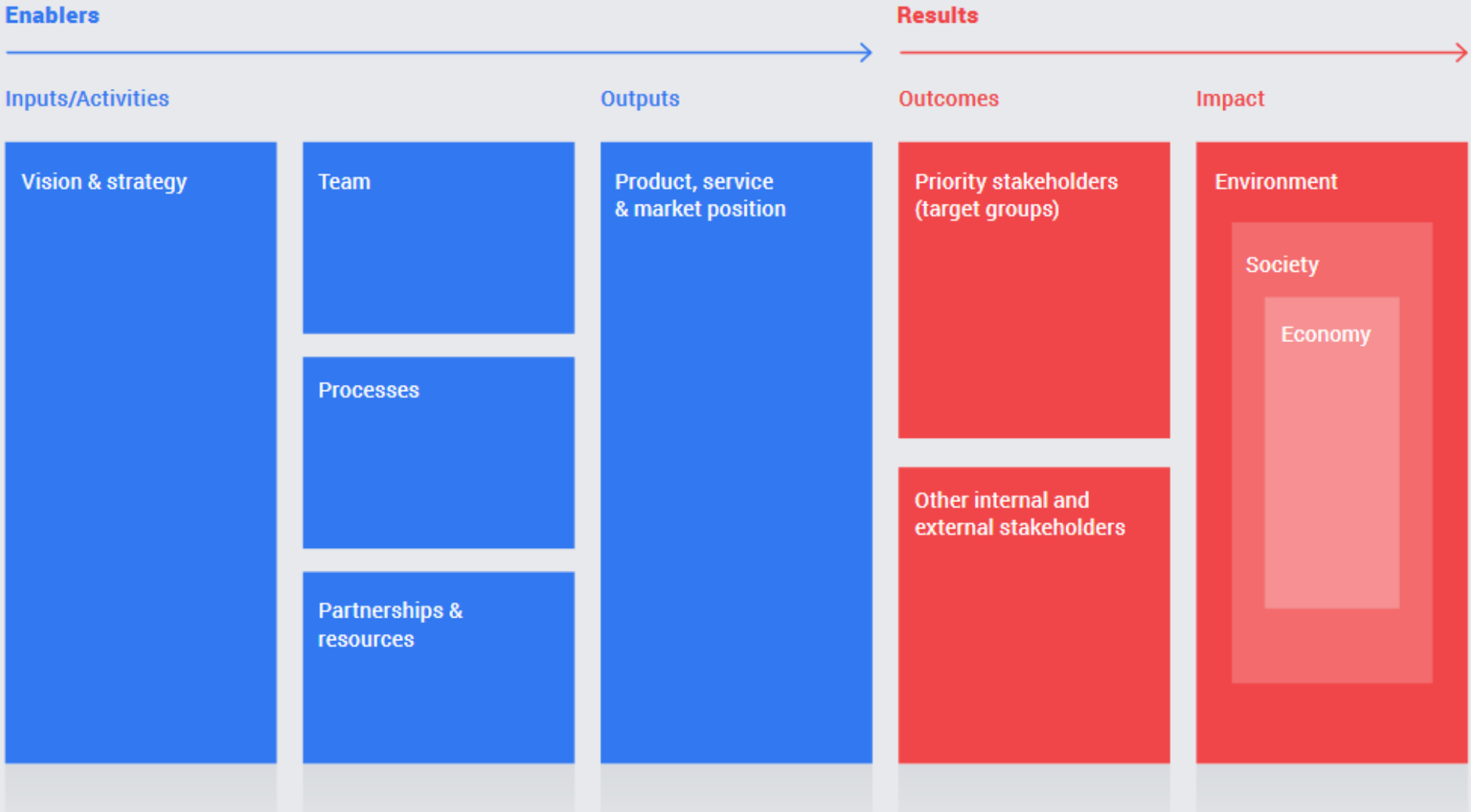


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DIN SPEC 90051: audit

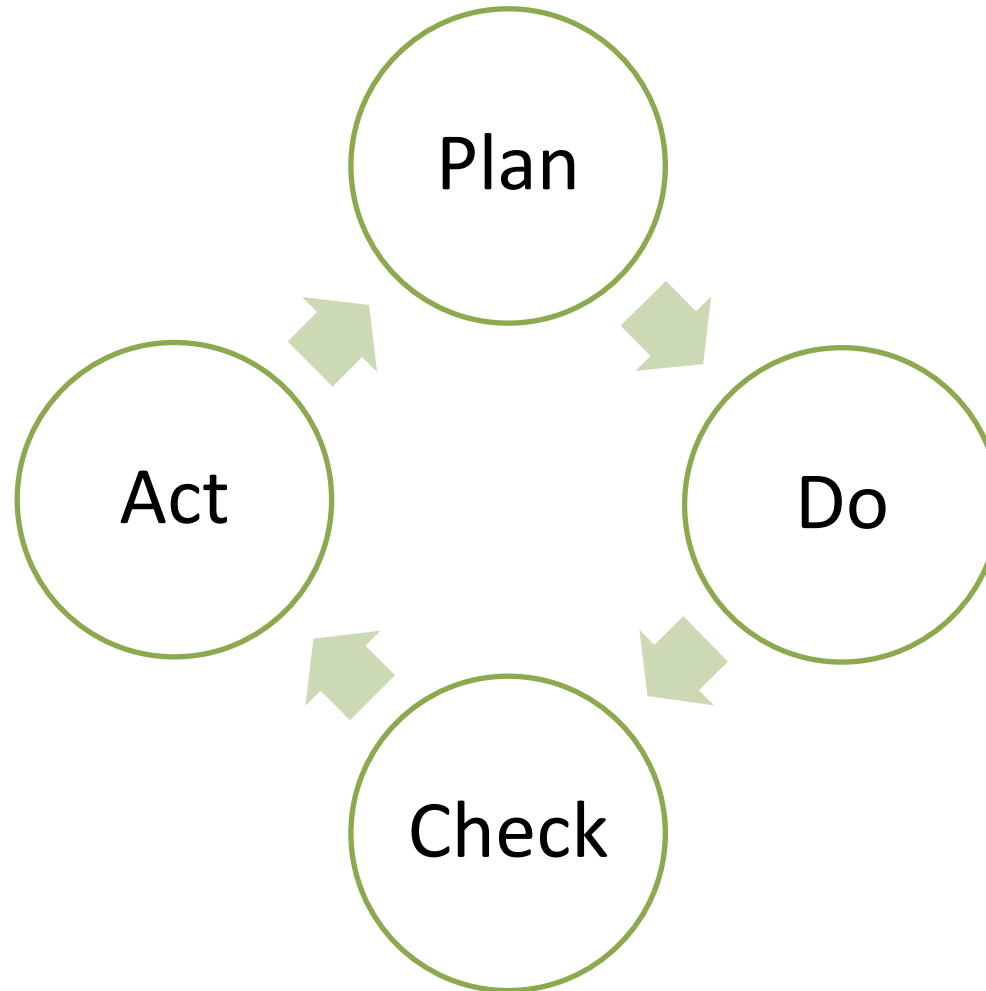
Entrepreneurial sustainability model*



p. 9-13: ENABLERS

p. 14-17: impact related questions/indicators.

Transformation process: Deming circle



a sustainable business concept

WHY

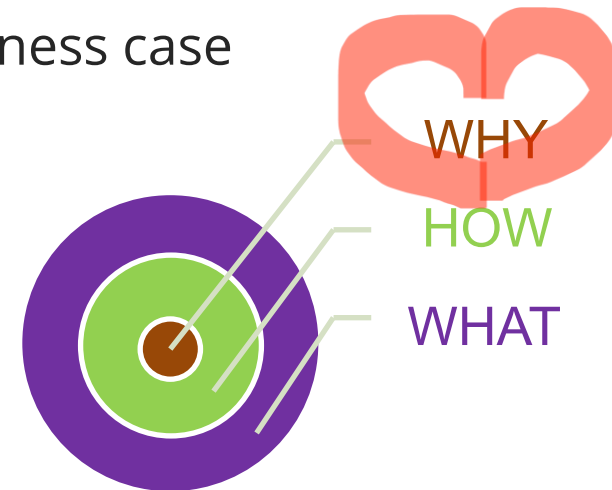
- Motifs & Motivation for a sustainable business case
- Problem oriented vs. solution oriented
- Define your purpose

HOW

- Identify sustainable aspects,
- reassess your belief system
- Consider internal & external influences
- Establish the business

WHAT

- Transformation process from business case to integrated sustainability
- Aim: define impact, measure impact
- Where required, adjust processes/structure or start new transformation process



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Förderer



Kofinanziert von der
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Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit und Energie des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.