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Green training and further education for individuals as well as tailor-made services for companies are provided by www.greentechacademy.at







Advice and support for companies on their way to climate neutrality is provided by www.denkstatt.eu

GREEN TRANSFORMATION CARDS

The quick and effective way for companies to start on the path to climate neutrality



How do I use the cards?

- 1 Inspiration!**  Gain a 360° overview of climate protection, be inspired to take new measures and think about who you would like to invite to develop a plan of action together.
- 2 Sharing & Brainstorming!**  Distribute categories and action cards internally to selected process owners (e.g.: Purchasing & Supply Chain to the Purchasing Manager) and invite your colleagues to read the cards and brainstorm ideas.
- 3 Do-it-Yourself workshop!**  Work out your plan of action towards climate neutrality together along the Green Transformation Canvas.
- 4 Implementation!**  Implement measures with advice, knowledge and solutions from Green Tech Valley, GRETA, denkstatt and other partners.

The Green Transformation Cards are a fun way to give simple and effective support on the path to climate neutrality.

In the Green Transformation Cards, you have in your hand 10 categories with around 100 suggested measures for the green transformation of your company.

In addition to the action cards, here you will find a canvas with instructions, so that you can easily implement an internal kick-off workshop with your colleagues. Suitable measures are identified and prioritised to create a common big picture for your path to climate neutrality.

Who can use the cards?

Climate protection is teamwork, so the cards are based on corporate areas of responsibility: Strategy & Reporting, Cultural Change, R&D & Ecodesign, Purchasing & Supply Chain, Production, Buildings & Infrastructure, Mobility, Marketing & Distribution, Financing & Business Models.

The measures are described in an easy to understand manner and are suitable for both manufacturing companies and service companies in all sectors.

What are the Green Transformation Cards?

DIY workshop

Targets

- Create a common understanding of climate neutrality and sustainability in the company.
- Identify levers, measures and factors influencing environmental impacts in the company's sphere of influence.
- Identify short-, medium- and long-term measures.
- Determine implementation steps and design the „big picture“.

Participants Who will be involved?

Option 1: A small selected circle of people with the necessary knowledge about the organisation and the right mindset. Smaller companies can sit down at a table and go through the cards together.

Option 2: All persons who should be involved in the green corporate transformation (e.g.: senior management, those responsible for relevant departments, those responsible for the environment/sustainability, operational managers, facility managers). Depending on the type of company, different departments may appear to be particularly relevant – these are usually those in which processes with a particularly high environmental impact are carried out.

Agenda and schedule

Plan around 3-4 hours for the workshop and sufficient preparation time in advance for the participants.

1 Set the stage (15-20 min)

- Welcome the participants and present the goal and the process of the workshop. Present the Green Transformation Canvas as a working document for the workshop and explain to the participants that it will guide the group through the workshop.

2 Create a starting point (30-35 min)

- Create a common understanding of the current situation (box 1).
- Brainstorm together what opportunities arise for your company in terms of climate neutrality (box 2).
- Give the participants time to formulate their personal goals on the way to climate neutrality (box 3).

3 Develop measures (90-120 min)

Step by step, discuss the categories relevant to your company. The person who has prepared ideas for the corresponding category in advance always starts. Invite added input from the group. If you have a large group, we recommend splitting out into small working groups. Enter ideas for measures in box 4.

Preparation in 3 steps

1 Welcome Champions on board

Talk to all those you would like to engage in the workshop and explain what it is about. The hints under “Targets” can be put to good use here. Raise awareness of the urgency and gain commitment to participation in the workshop as well as for the preparatory tasks.

2 Plan the workshop

- Select participants
- Set the date, location and setting for the workshop
- Plan to allow three to four hours
- Adapt the agenda and schedule

3 Prepare workshop documentation

- Download the Green Transformation Canvas and print it out as large as possible (ideally A0).
- Ask your colleagues to write down their ideas during preparation (a note is enough) and bring them to the workshop.
- Existing documents must be prepared, in particular for box 1 “current situation”.

4 Plan next steps (30-60 min)

Reserve enough time to plan the next steps (box 5). These could be as follows:

- Firm up and specify the first proposed measures in small groups.
- Plan a next meeting with a focus on evaluating & prioritising the proposed actions.
- Discuss the workshop results with selected stakeholders in the organisation to gain more supporters.

5 Conclusion (10-15 min)

Clarify whether, after planning the next steps, everyone knows specifically which tasks they will take away from the meeting. Use the last 5 minutes in the meeting for a good conclusion. Have each participant summarise in one sentence how he/she experienced the workshop.

GREEN TRANSFORMATION CANVAS

Download Canvas and further content under www.greentransformationcards.at

Core content of a climate strategy

- A** Taking stock: carbon footprint, energy situation, in-house emissions and potential levers in the value chain
- B** Clear management goal and commitment to achieving climate targets
- C** Roadmap with clear targets, measures, budgets, schedules and those responsible for implementation
- D** Regular monitoring and reporting of climate target implementation
- E** Greenwashing check and verification of compliance of climate targets with corporate governance



1 Current situation

Description of the status quo in the company. What data, calculations, **measures and initiatives** already exist in the company that can be built on (e.g.: climate balance, energy data collection, reporting, distribution of emissions by area, etc.)?

Climate balance has been calculated: yes no

2 Opportunities

From a perspective of **ecological, financial and social** sustainability, what are the **opportunities** that arise for our company?

3 Targets

What **targets** are being pursued on the path to becoming a climate-neutral company? Description of the targets, as far as possible in specific, clearly formulated, **measurable and realistic** terms and with a **time horizon** assigned.

4 Measures

Which measures in the area selected/prioritised are conceivable and useful? Collection of the **individual implementation** measures inspired by the Green Transformation Cards.

Short-term, < 1 year

Medium term, 1-3 years

Long-term, > 3 years

5 Next Steps

What are the concrete next steps for us to agree on?

For example: create a **climate balance**; decide on **targets**; evaluate **measures**; allocate **resources**, detail **implementation**?