



# Gofore Good Growth

Sustainable Regrowth Challenge webinar series  
2020 | 16 September | Sitra & Gofore

10.08.2020

# First - who are we?

**Hello!**

We are a partnership between Ekokumppanit and Gofore and we are jointly developing the Good Growth model together.

<https://ekokumppanit.fi>

[www.gofore.com](http://www.gofore.com)



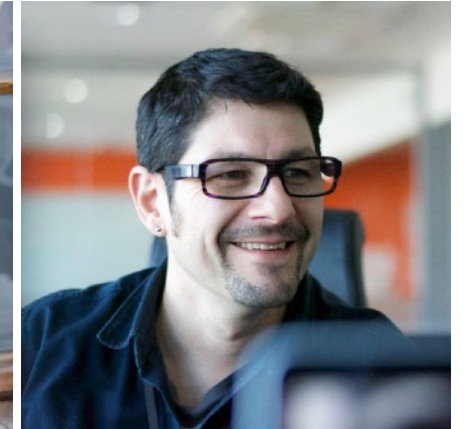
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The background of the image is a close-up photograph of parched, cracked earth. The soil is a light tan or beige color, and the cracks are deep and dark, forming a complex, irregular pattern across the entire surface. The lighting is somewhat uneven, with darker shadows in the crevices and lighter areas on the raised surfaces of the soil.

Why do we need Good  
Growth?

# The Business of Sustainability

**EBR The European Business Review**  
empowering communication globally

## Sustainability: A \$12 Trillion a Year Market by 2030

October 20, 2017

### Compliance & Ethics Training

23-26 September | Madrid

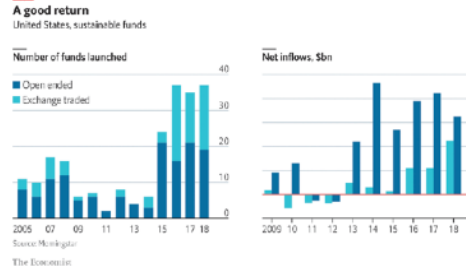
- Education
- Networking
- Experts
- CEUs

SCCE [LEARN MORE](#)

RESPONSIVE EFFICIENT SINGAPORE TOTAL AIRCRAFT REGISTRATION SOLUTION

## American sustainable funds outperform the market

Asset managers think that investing with an eye on environmental, social and governance issues is no longer just a fad

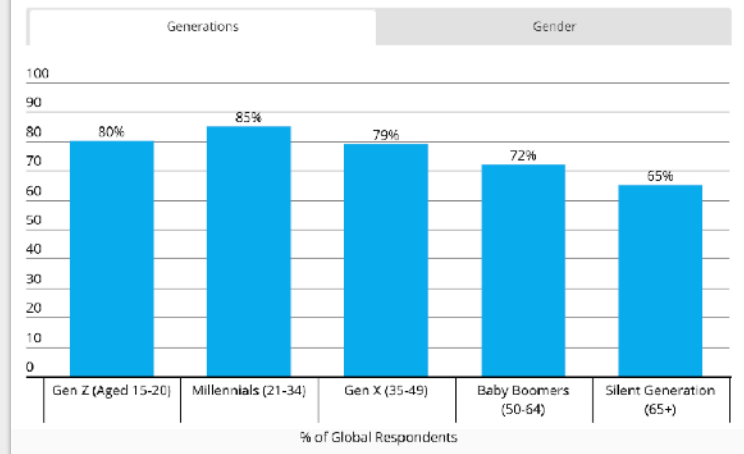


Graphic detail > Mar 1st 2019

SUSTAINABLE INVESTING, once a niche area of interest, has moved into the mainstream. Earlier this month a survey showed that 75% of American asset managers say their firms offer sustainable-investing strategies, which focus on environmental, social and governance (ESG) issues. Almost 90%

## CORPORATE SUSTAINABILITY IS IN HIGH DEMAND ACROSS GENDER AND GENERATIONS

Percentage of respondents who said that it is "extremely" or "very" important that companies implement programs to improve the environment:



### Europeans consider sustainability and wage fairness top priorities for change.

In what areas do you see the biggest need for change in Europe's economies?  
% respondents indicating top priority

| Area  | Priority % | Country (Highest) | Country (Lowest) |
|---|------------|-------------------|------------------|
| Environmental sustainability                        | 54         | France            | Germany          |
| Fairness of pay and wealth                          | 51         | Spain             | Germany          |
| Training and qualification for future jobs          | 39         | Germany           | France           |
| Competitiveness to US and China on tech and digital | 36         | Spain             | Italy            |
| Gender equality                                     | 26         | Spain             | United Kingdom   |
| Speed of innovation                                 | 23         | Italy             | France           |
| Protection of personal data                         | 18         | France            | Spain            |
| Immigration of skilled workers                      | 17         | United Kingdom    | Germany          |

McKinsey & Company

## Financiers join EU 'green recovery alliance'

By Frédéric Simon | EURACTIV.com | May 5, 2020 (updated: May 5, 2020)

BNP PARIBAS

Unlike the 2008 crisis, investors and banks now have a horizon to reinvest in the economy, in line with carbon neutrality by 2050: the Green Deal," said a statement from the alliance. (Nicklas Aronow / Shutterstock)

More than 50 CEOs from the banking and insurance sector - including household names such as BNP Paribas, AXA, Allianz, and Santander - have joined the "green recovery alliance" in the European Parliament.



"I want you to act as you would in a crisis. I want you to act as if your house was on fire, because it is"

### GREEN GENERATION: MILLENNIALS SAY SUSTAINABILITY IS A SHOPPING PRIORITY

DEMOGRAPHICS | 11-05-2015

Despite the fact that Millennials are coming of age in one of the most difficult economies in the past 100 years, a recent Nielsen [global online study](#) found that they continue to willing to pay extra for sustainable offerings—almost three-out-of-four respondents in findings, up from approximately half in 2014.

The rise in the percentage of respondents aged 15 – 20, also known as Generation Z, willing to pay more for products and services that come from companies who are can positive social and environmental impact was also strong—up from 55% in 2014 to 72%.

"Brands that establish a reputation for environmental stewardship among today's young consumers have an opportunity to not only grow market share but build loyalty among power-spending Millennials of tomorrow, too," says Grace Farraj, SVP, Public Development Sustainability, Nielsen.

To be a leading consultancy, we need to deliver on the rapidly changing needs of our customers. Today, sustainability is a top strategic “Must Win Battle”

It's also predicted to be a 12 trillion USD  
business by 2030

source: <https://www.europeanbusinessreview.com/sustainability-a-12-trillion-a-year-market-by-2030/>

A dense forest of evergreen trees, likely spruce or fir, is silhouetted against a clear, bright blue sky. The trees are of varying heights and are packed closely together, creating a dark, textured foreground. The sky is a uniform, light blue, providing a high-contrast background for the dark trees and the white text.

What is Good Growth and  
how does it work?

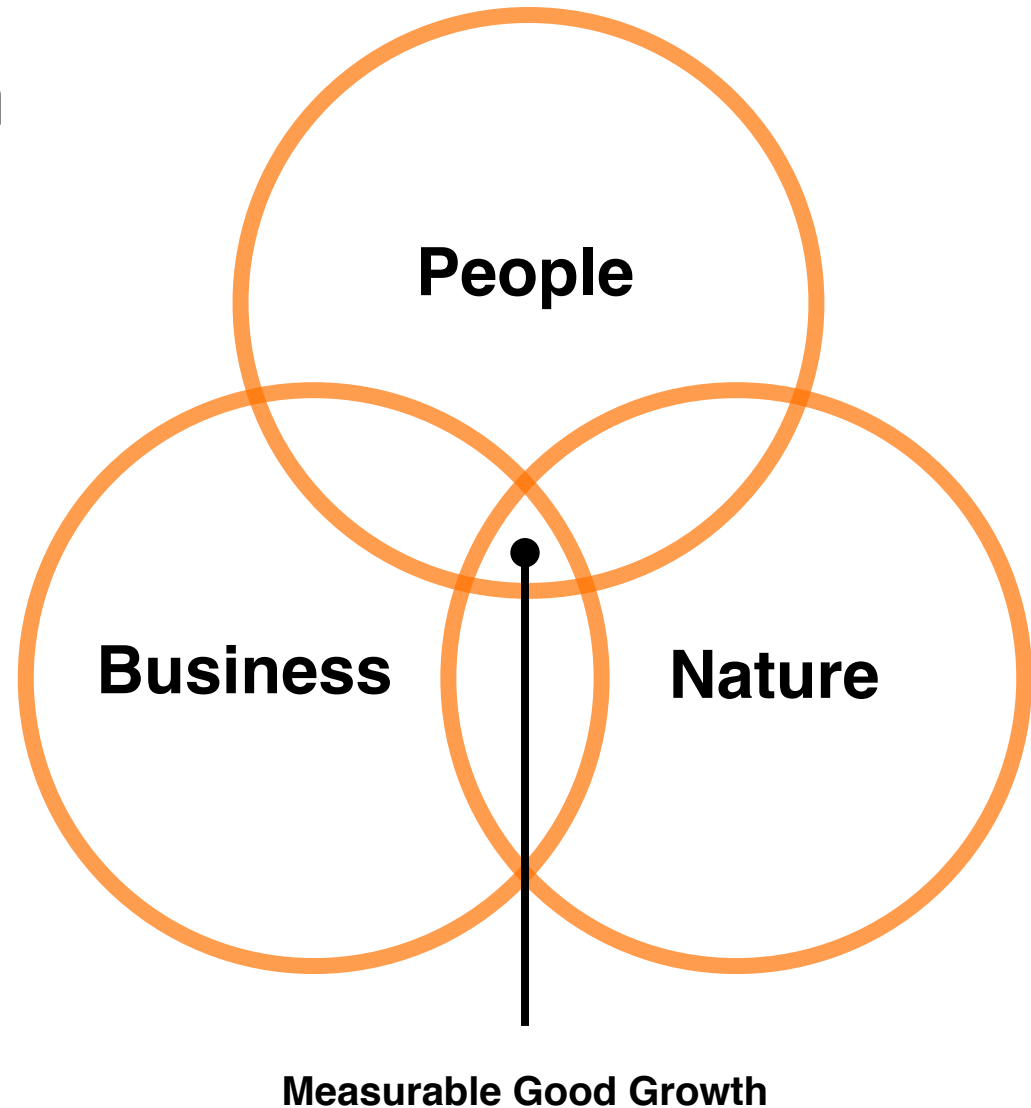
Good Growth is a way of working that ensures  
your business embeds sustainability into  
everything you do.

It's also a way to measure the concrete impact of  
your sustainable developments

# Three lenses of Good Growth

Good Growth is a way to ensure you evaluate your work through three lenses:

- **People** - improves the lives of people and their communities
- **Nature** - aims to eradicate or reduce harm to the natural world
- **Business** - makes good business sense for everyone involved

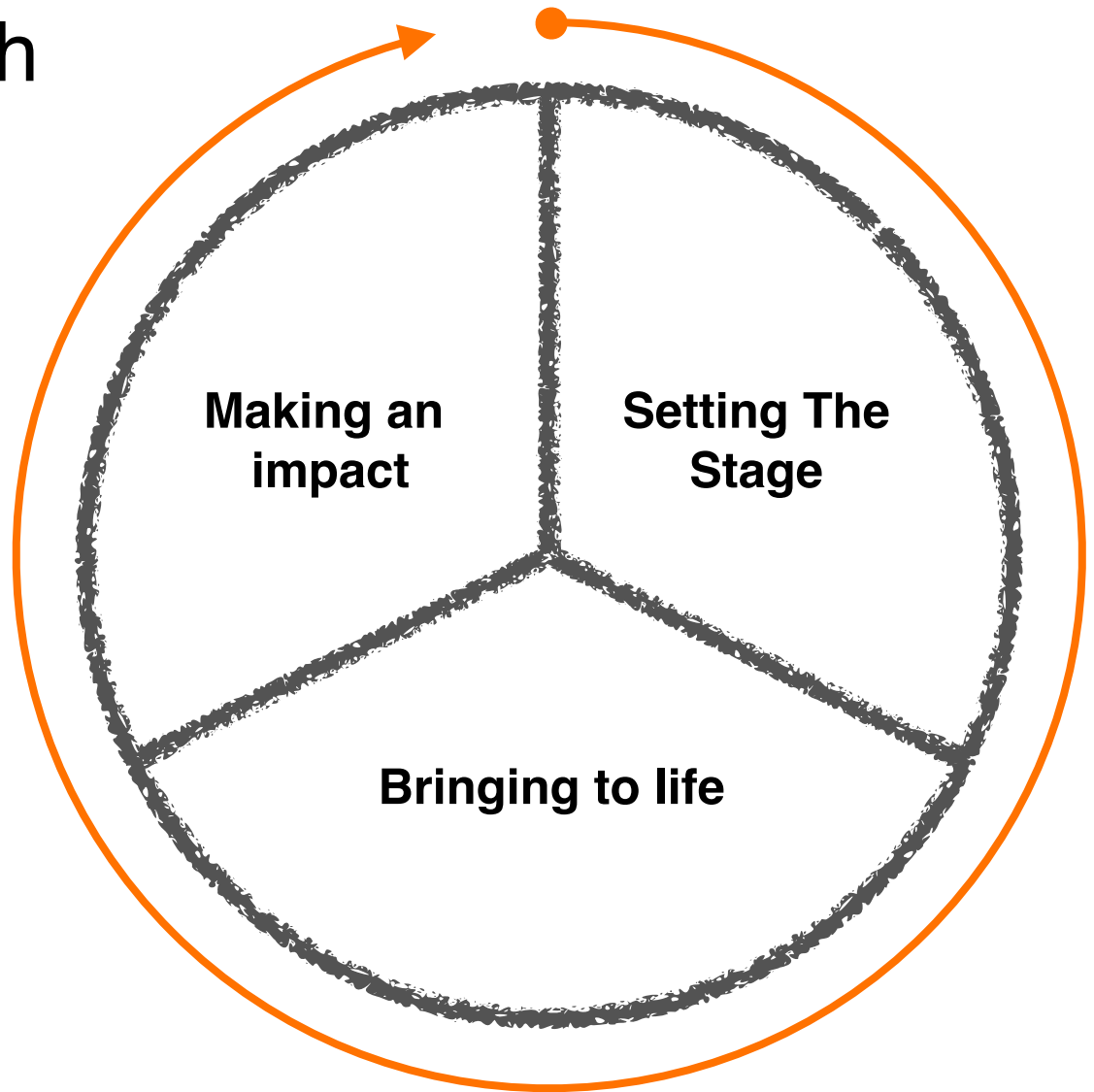




# Three stages of Good Growth

The process is clear, logical and scalable for all types of projects

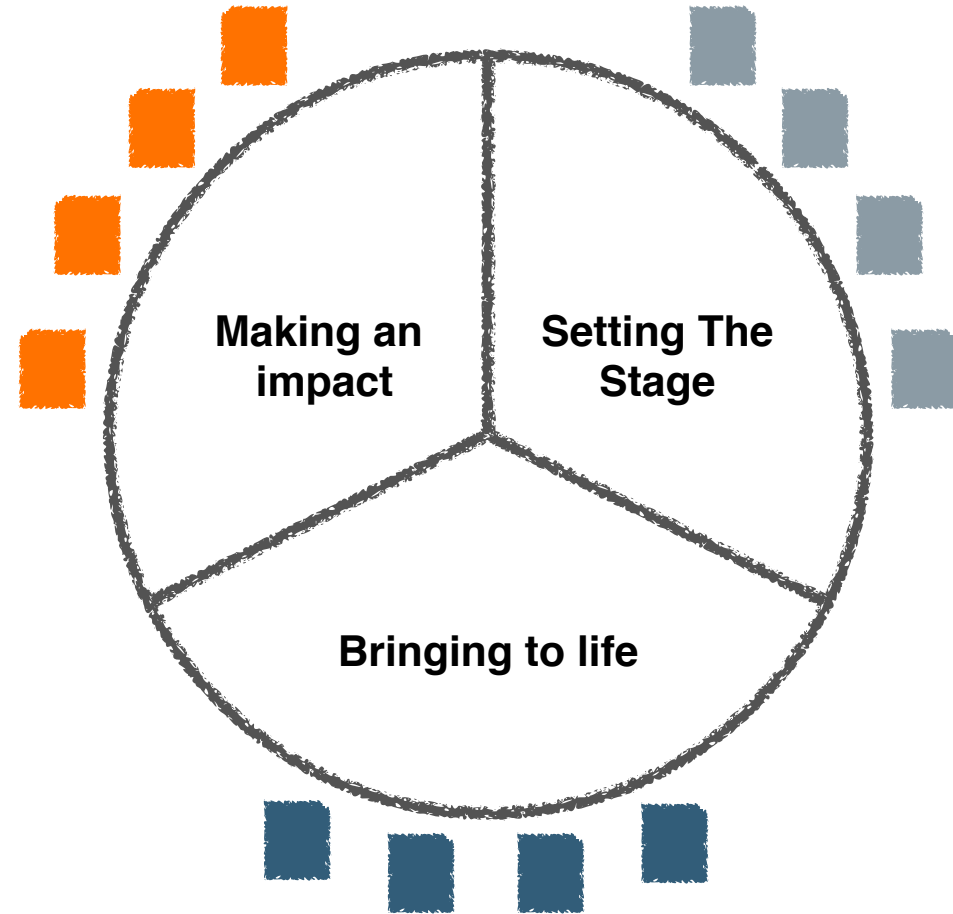
- **Unifies** - it's a way of working that helps multiple stakeholders work together
- **Formula** - that helps repeat success across different projects and teams
- **Flexible** - it's scalable and easy to adapt



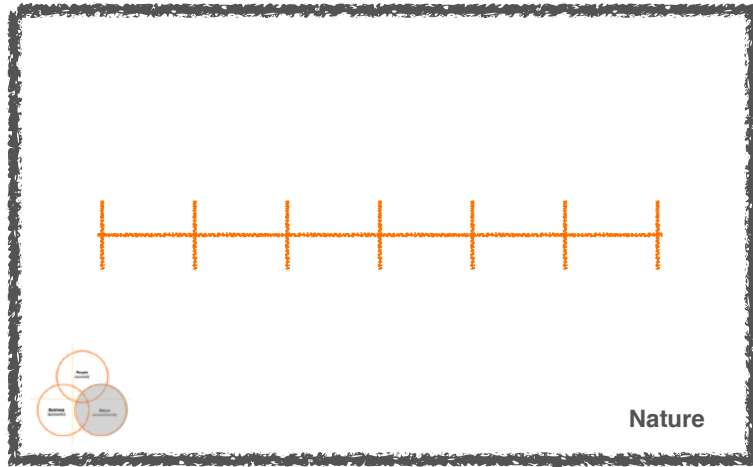
# The elements of Good Growth

Elements are collaborative activities that help us address important sustainability questions along the way.

- **Choose** - the elements that best suit the project
- **Try** - new activities that evolve your thinking
- **Combine** - a set of elements or just cherry-pick individual activities



# Element sets (examples)



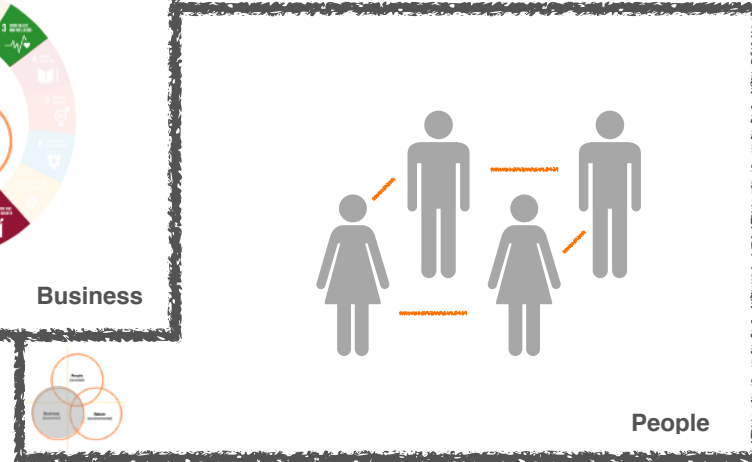
Value Chain Mapping



Good Growth Metric Setting



Business



Win Win Ecosystem



People



Latest & Greatest

Universal

# Good Growth KPI's

SDG'S and KPI's for your projects are set using the Good Growth KPI tool.

- **Connect** - your project KPI's to wider UN Sustainable Development Goals
- **Track & measure** - Good Growth KPI throughout the process



# SDG's guide GG KPI's

## Case example: Finnish Tax service VERO.fi

Together with customers and partners we define the main SDG's we are targeting through the work and set specific, concrete KPI's for each Good Growth lens.



# GG business dashboard

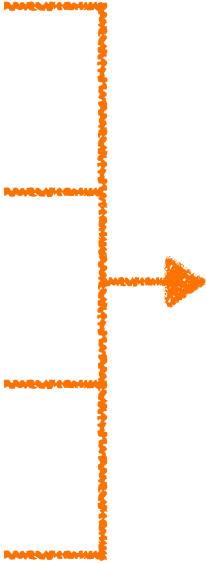
The vision is to build a data driven dashboard to track and measure impact

The data could be shown to a number of audiences:

- **Customers**
- **Cities & government**
- **Employees**
- **Investors**
- **Public**
- **Industry & academia**



# Good Growth Projects



GG KPI's set on all projects

# Good Growth Impact Dashboard



KPI's entered and tracked on the dashboard

# Good Growth Audiences

- Customers can show concrete impact
- Cities can align KPI's with overall government targets
- Employees have meaningful work and can see their impact
- Investors trust that the company is delivering on sustainable business
- Public are inspired, company brand awareness increases
- Industry & academia will reference you as a leader in the field

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Can we help each other in  
the development of  
Good Growth?



# Lastly - we are looking for...

**Do you want to get involved?**

We need forward thinking companies/partners that would like to co-pilot the development of Good Growth with us.

Timeline now!

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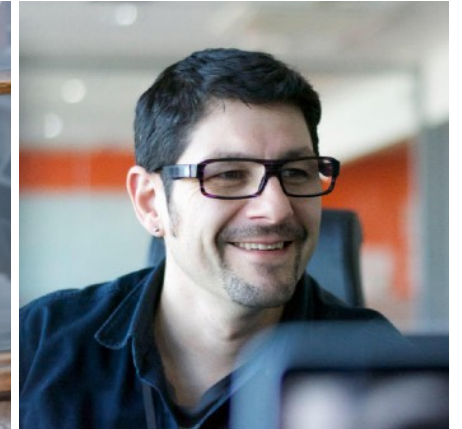
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# Feedback Warmly Welcome

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