

# Create Transparency together: Business Toll to define and improve your sustainability strategy

ONLINE  
23<sup>rd</sup> August

**9:30 Intro and Welcome**

- Short introduction in groups to network and learn about other participants.
- Setting the agenda for the workshop

**10:00 Business Trends**

Introduction to current environmental trends with a focus on water resilience.

**10:20 Current Political and Law Developments**

- Brief overview of the Supply Chain Due Diligence Act and latest EU laws that impact businesses.
- Group reflection on the implications of these acts for their own businesses.

**10:40 Green Washing**

- Learning the 7 Sins of Green Washing.
- Team reflection on real case studies.

**11:15 COFFEE BREAK**

**11:30 Open Discussion & Best Practice: Water Sustainability Trend/Solution**

- Short exchange of one or two cases from the participants themselves.
- Best practice approach from participants about a water sustainability initiative they introduced in their company and the reasoning behind it.

**11:45 Business Sustainability Matrix**

- Explanation and usage of the Business Sustainability Matrix.
- Example of a Sustainability Matrix for production and service/retail companies.

**12:00 Create Your Own Business Sustainability Matrix with a MURAL Board**

- Participants receive an individual link for their own MURAL Board upfront.
- Participants start creating their own Matrix.
- Martin and Katja provide help during the session.

**12:30 Sparring on the Sustainability Matrix**

- Participants will do sparring on their outcomes in small groups of three.
- Each board will get around 10 minutes of sparring and input from the others, as well as Katja and Martin.

**13:00 Supervision**

Reflection on what went well and where participants had the most difficulties during the exercise.

**13:15 Closure & Open Questions**

Clarification of open questions and reflection on the personal outcome of the workshop.

**13:30 END**