# Eco—i Manual

Metals Supplement







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## Eco—i Manual Metals Supplement



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# About the UN Environment Economy Division



The UN Environment Economy Division helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development.

The Division works to promote:

- · sustainable consumption and production,
- · the efficient use of renewable energy,
- · adequate management of chemicals,
- the integration of environmental costs in development policies.

The Office of the Director, located in Paris, coordinates activities through:

- The International Environmental Technology Centre IETC (Osaka, Shiga), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.
- Production and Consumption (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.
- Chemicals (Geneva), which catalyzes global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.
- Energy (Paris), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.
- OzonAction (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.

 Economics and Trade (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies.

UN Environment activities focus on raising awareness, improving the transfer of knowledge and information, fostering technological cooperation and partnerships, and implementing international conventions and agreements.

For more information see www.unep.org

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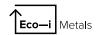
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#### List of activities with supplementary content



#### **PREPARE**

Identify the right market for the eco-innovation services

Evaluate potential markets **PR.1** 

Build the right team to deliver the service

Build the right internal team **PR.2** 

Build the right external partnerships **PR.3** 

\*Activities not covered in the supplement are faded Understand the value chain sustainability hotspots, opportunities and threats

Identify sustainability hotspots across the value chain PR.4

Identify the general opportunities and threats across the value chain **PR.5** 

Develop a concept for a more sustainable value chain

Develop a value chain vision **PR.6** 

Engage potential clients

Develop a value chain pitch **PR.7** 

Plan and implement engagement activities
PR.8

Gain approval from senior management to proceed

Pitch the benefits of eco-innovation to the CEO PR.9

#### SET STRATEGY

Get ready for the Preliminary Assessment

Plan my data gathering strategy **ST.1** 

Understand the current business strategy

Interview the CEO **ST.2** 

Understand the current business model

Capture the current business model **ST.3** 

Understand the current operational performance

Do a Walk-Through Audit **ST.4**  Do a workshop/ interviews with staff **ST.5** 

Update the sustainability hotspots **ST.6** 

Analyse the information I have gathered

Do a SWOT analysis **ST.7** 

Define the company vision and strategic goals of the new business strategy

Develop a vision for the company **ST.8** 

Define the strategic goals **ST.9** 

#### List of activities with supplementary content



Define the products, markets and selling points of the new business strategy

Generate ideas for new products, markets and selling points \$\mathbf{ST.10}\$

Evaluate ideas for new markets, products and selling points \$7.11

Select which ideas

Get senior management approval for the new business strategy

Do an individual/ group review of the business strategy proposal \$T.13

Pitch the new business strategy to the CEO **ST.14** 

Consider key management issues

## SET BUSINESS MODEL

Understand in more detail the performance of the company through an In-Depth Assessment

Update the data gathering strategy **BM.1** 

Gather additional data on the business model

Gather additional data on operational performance
BM.3

Generating ideas at the individual building block level

Generate ideas for the customer segments block BM.5

Generate marketing ideas for the value proposition block **BM.6** 

Generate technical ideas for the value proposition block **BM.7** 

Generate ideas for the revenue streams block **BM.10** 

Generate ideas for the key resources block **BM.11** 

Generate ideas for the key activities block BM.12

Generate ideas for the key partnerships block

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