

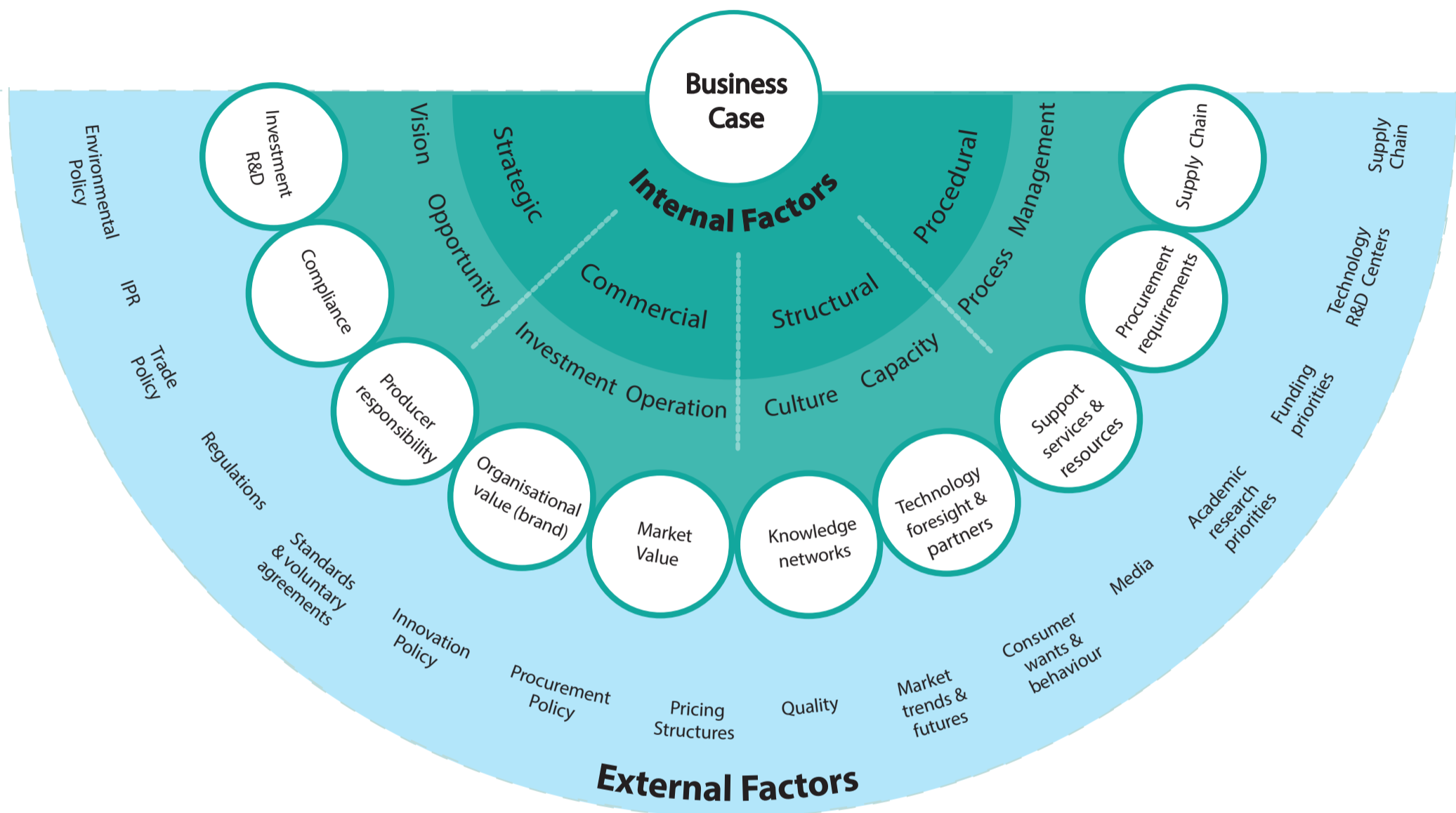
Reach exercise

WHAT: This exercise is intended to support companies identify the external factors relating to their eco-innovation activity, also to explore the control or influence they may have over them and the motivation to act on any opportunities presented.

WHY: To raise issues such as the need to develop better capacity, controls or monitoring for some factors and to explore where might be the potential weaknesses in deploying eco-innovative actions.

HOW: The reach map represents some of the external (market, governance) factors or drivers in the outer blue area, and internal/company factors or drivers within the inner green area. The circles between represent areas of interaction that your company may operate; these interconnections relate to your company reach (knowledge, data or partners needed to respond to/control them).

The described factors are to guide the development of company specific information based on drivers identified. Participants are asked to attempt to answer the questions below, using the map as a trigger for discussion. Although perhaps daunting in the complexity of the issues raised, through modest reflection on the significance of the drivers and actions available it is hoped high-level transparency of issues influencing the business case is achievable.



List the external factors or drivers that are in scope of your eco-innovation?

What is the significance on building the business case of your ability to control or respond to them?

What actions can you take to internalise your response to or increase your ability to control?
