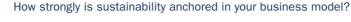
# **ON TO NEW GOALS**

Rate the following statements for your company on a scale of one ("not at all") to five ("very much"). Good luck and have fun with the next steps!



# Self-assessment



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How freely can creative approaches be pursued in your company?

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Is your company pursuing new ideas and approaches in the form of sustainability pilot projects?





# Self-check & kick-off

## 1. What makes a good entrepreneur?

- a) They are able to resolve tensions and take the decision that has the fewest disadvantages.
- b) They are able to manage tensions constructively and create new solutions on this basis.
- c) They use the competition as a benchmark.

### 2. Returnable cups vs. disposable cups:

- a) Returnable cups are a way of avoiding waste.
  - b) Returnable cups are always more sustainable than disposable cups.
- c) Returnable cups aren't as popular with consumers.

### 3. When and how should companies communicate their sustainability efforts?

- a) Pilot projects, also in detail transparent insights are convincing.
- b) Only when things are perfect otherwise they make themselves vulnerable to the competition.
- c) Measures which are part of an overall strategy that makes it different from green-washing.