

SDG STARTUP SCAN



INTRODUCTION

This method uses the United Nations Sustainable Development Goals help you assess the degree in which your startup is influenced by what is going on in the world but also how your startup contributes to solving these issues.

The method is very comprehensive and focusses on both internal and external dimensions of your startup.

Besides that it forces you to not only pick one or two areas of sustainable development but forces you to evaluate your startup on all 17 SDG's. An extensive exercise but well worth the while in order to gain valuable insights.

WORKING METHOD

Start in the middle of the circle with the first dimension 'Vision, Mission & Guiding Principles' and assess how you startup is doing on each of the SDG's one by one starting with SDG #1 No Poverty.

Addressing all SDG's one by one is elaborate and can seem redundant but helps you address blind spots and can help you and your startup identify treats, opportunities and even address some taboos you normally would not address.

After the first dimension go to the next dimension 'Internal Management' and so on till you have covered them all.

The method can also be used to assess your business plans or you can involve personal or stakeholders and do more than just a quick scan.

DIMENSIONS

Vision, Mission & Guiding Principles

What would the future look like if it was up to your startup?

Internal Management

How are you going to run your startup?

Product & Services

What does the full lifecycle of your startups product and services look like?

Supply Chain Management

What does the full production chain of your products and services look like?

Local Community Involvement

How does your startup influence its direct environment?

(International)

Cooperation & Partnerships

With who do you partner up and why?

UN SDG'S

1 No Poverty

Does your startup contribute to reduce the people living under the poverty line?

2. Zero Hunger

Does your startup combat hunger and malnutrition?

3. Good Health & Well Being

Does your startup ensure healthy lives (including mental health), promote well-being and help reduce health risks?

4. Quality Education

Does your startup ensure inclusive and equitable quality education and promote lifelong learning opportunities?

5. Gender Equality

Does your startup empower women but also the LGBTQ community?

6. Clean water & sanitation

Does your startup Ensure availability and sustainable management of water and sanitation?

7. Affordable & Clean Energy

Does your startup provide access to affordable, reliable, sustainable and modern energy?

8. Decent Work & Economic Growth

Does your startup promote a sustainable economic growth and decent work?

9. Industry, Innovation & Infrastructure

Does your startup foster innovation of a more sustainable industry?

10. Reduced inequalities

Does your startup help reduce inequalities?

11. Sustainable Cities & Communities

Does your startup make cities and human settlements inclusive, safe, resilient and sustainable?

12. Responsible consumption

Does your startup ensure sustainable consumption and production patterns?

13. Climate Action

Does your startup combat climate change and its impacts?

14. Life below water

Does your startup help conserve the oceans, seas and marine resources?

15. life on land

Does your startup help preserve and sustainably use the Earth's species and ecosystems?

16. Peace, justice & strong institutions

Does your startup help promote and facilitate peace, justice and strong institutions?

17. Partnership for the goals

Does your startup facilitate partnership and cooperation for sustainable development?