

Be(e) flourishing

A strategy toolkit to help organisations take the next step in their sustainability journey

WHY

CONTEXT - The consultants of Strategiemarkers want to make a sustainable society flourish by making strategies with organisations. Currently, Strategiemarkers is searching for a concept that helps organisations reduce their negative impact on nature and well-being, yet at the same time create opportunities to reinvent themselves.

PROJECT PURPOSE - design a tool that acts as a decision guide for Strategiemarkers to determine which combination of sustainability tools to use in the development of a flourishing strategy.



HOW



THE CONCEPT

The concept's components provide a comprehensive framework for Strategiemarkers to create effective and flourishing strategies for organisations

The Bee flourishing model

To gain a **new perspective sustainable** perspective on organisations.

The Tool inspiration guide

To **identify the right tools** to ensure a comprehensive strategy to a flourishing organisations and **suits a client's needs**.

The Sustainable tool storage

To **understand and apply the tools** by providing explanations, examples and practical guidance.

Flore Rens
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Committee

Company

Dr. G. Calabretta
Dr. R.S.K. Chandrasegaran
Ir. R.A.C. van Rijn
Strategiemarkers
Msc Strategic Product Design

