Sustainability matters – but implementing it often feels bureaucratic and joyless. Teams spend time proving they're not harming the environment instead of creating positive impact. **The SME Sustainability Roadmap changes this approach.** Organizations focus on building something meaningful while creating the documentation they need as a byproduct.

What is the SME Sustainability Roadmap?

The Roadmap leads SMEs (and other organizations) systematically to sustainability success. It includes **three components**: a **structured approach** (5 Steps Success Formula), access to the **KAIZUNO® digital system**, and **coach support**. The offer was developed together with the **Swiss Chamber of Commerce Biel-Seeland (WIBS)**, whose members are often international and export-oriented businesses supplying large corporations, needing practical sustainability solutions that work with limited resources.

How Does It Work?

Organizations use the digital system that supports them with questionnaires adapted to their context. To make onboarding easier and ensure quick results, there's the "*5 Days to Success*" webinar with coach support for questions and guidance. Teams get a comprehensive sustainability check and complete individualized evaluations. By end of the week, teams have concrete results. Afterward, they can expand by inviting additional team members or exploring specialized sustainability areas.

Available Sustainability Offers

- **Comprehensive sustainability check** – Get a complete founded overview and external ESG reports. Ideal starting point for all other sustainability initiatives
- **Sustainable products and services** – Attract customers who value environmental responsibility
- **Cost and resource optimization** – Reduce expenses while meeting environmental goals
- **Workplace safety** – Protect valuable skilled workers, prevent accidents, and ensure legal compliance
- **Circular economy** – Turn waste streams into new revenue opportunities and build independence resilience

Additional specialized areas such as energy management, ISO compliance, and new EU reporting formats are also available based on specific organizational needs.

What Organizations Achieve

Teams get clarity about their sustainability priorities and a concrete implementation path. The digital system automatically generates internal insights and professional external

reports. Teams save weeks of work while all knowledge holders can contribute during their available time without disrupting operations. When team members help identify solutions themselves, they're naturally more committed to implementation.

Prerequisites for Success

- **A real sustainability challenge** – an actual issue that needs addressing
- **1-2 motivated people** willing to work on it with their team during the week
- **Time investment** – 5 x 1 hour webinar sessions plus application work afterward