Supplementing management instruments with social and ecological aspects to keep them in the focus of operational management.

**Vision and mission**

**Business model**
- Success of the business model as measured by economic performance
- (Local) market presence
- Sustainability of the business model

**Social responsibility**
- Employee training
- Working conditions, human rights and living conditions
- Interaction between product/service and society
- General social responsibility, especially at the sites

**Ecological responsibility**
- Consumption and recycling of resources (raw materials, water, energy) through operating activities and products in the lifecycle
- Environmental impact (emissions, waste water, waste, noise) through operational activity and products in the lifecycle
- Impact on or promotion of biodiversity

**Operational management**

**Targets**

**Strategy**

**Supplementing management instruments with social and ecological aspects to keep them in the focus of operational management.**