Sustainability Readiness Level – SRL

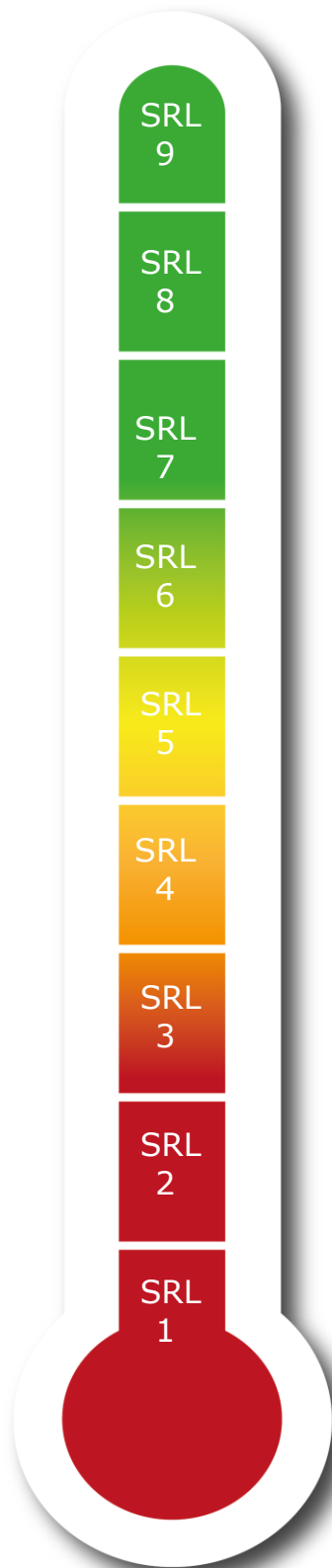|	
SRL 9	The sustainability strategy contributes to competitiveness and revenue growth and makes a proven contribution to relevant parts of the UN's sustainable development goals
SRL 8	The business model and operations are fine-tuned based on monitoring and evaluation using sustainability metrics in order to prepare for scaling/growth
SRL 7	Monitoring, reporting and communication on sustainability outcomes and impact are implemented
SRL 6	Sustainability is rooted in the entire team and is ingrained into the entire business
SRL 5	Sustainability is set in the business model and is tested/validated against potential customers/users
SRL 4	Business concept with embedded sustainability hypothesis is tested/validated against potential customers/users
SRL 3	A first description of value creation and the need for sustainability to be integrated into the business idea / business model
SRL 2	Some awareness of how sustainability affects the planned business
SRL 1	None or very low awareness of how sustainability affects the planned business

Level	Description
9	- The company's sustainability work has both clear and measurable benefits. The positive effects outweigh the negative ones. - The system effects (outputs and outcomes) of the sustainability work are clearly defined and can be communicated. - The business has embraced sustainability opportunities and risks in the overall business and are a part of the company culture. - The company's suppliers and partners are selected from a sustainability perspective.
8	- Operational planning is done to integrate relevant standards for the long-term development and credibility of the business. (Ex. ISO 14001, 9001, 26000 or other standards) - Sales and other metrics show the business model is viable and sustainable e.g. in relation to customer acquisition costs. - There is transparent communication regarding sustainability impact information (positive and negative) that might be of value for stakeholders in their relation to the business model (eg. environmental impact, social impact)
7	- There is transparent communication regarding sustainability information that might be of value for customers in making purchase decisions. - For relevant companies - a baseline measurement for impact is determined in order to communicate impact monitoring and communicate impact created - A list of requirements for suppliers' ex. Code of conduct is documented and validated. - A routine for reporting sustainability work is integrated into the business' follow-up activities. - Business "sanity check" is updated and done - both for costs/revenues related to sustainability work – to check that positive contribution is bigger than negative impact.
6	- Objectives, possible metrics (internal & external) and actions for sustainability work are validated in the business's plans (strategy, action plan, map, roadmap) - Validated insights into the consequences for customers/users of the benefits and the values. - Validated insights into the possible negative consequences for customers / users of the offer. Sustainability-related KPIs relevant to customer value (reducing risks / increasing positive effects) that the offer creates are set into action
5	- Relevant areas of sustainability are defined and prioritized according to level of impact. - Business opportunities and risks with sustainability work are defined. - Objectives, possible metrics (internal & external) and actions for sustainability work are developed and integrated into the business plans (strategy, action plan, map, roadmap) - A first draft of the economic, social and ecological outputs/outcomes are stated and tested against potential customers and partners.
4	- A first stakeholder & supplier verification of the hypothesis of both positive and negative social and environmental impact of the proposed product, business concept and activities for stakeholders (customers, users, society, nature, etc) has been carried out in the proposed ecosystem. - Storytelling, based on customer verification, about sustainability and Agenda 2030 are linked to the business concept and can be communicated to stakeholders.
3	- The team's competences in sustainability as well as the company's business approach are described. - A draft of "Why" / mission that describes a direction/what the company wants to achieve in terms of sustainability. - A draft sustainable business model and a sustainable offer (value proposition) are evaluated against the market and identified competitors' offerings.

	- A first customer verification of the hypothesis of both positive and negative social and environmental impact of the proposed product, business concept and activities for stakeholders (customers, users, society, nature, etc) has been carried out.
2	- Some insight into the benefits of creating a sustainable business model. - A hypothesis is formulated about both positive and negative social and environmental impacts of the proposed product, business concept and activities for stakeholders (customers, users, society, nature, etc)
1	- None or little knowledge of Agenda 2030 and sustainable development. - None or little insight into the benefits of creating a sustainable business model. - None or vague idea of how sustainability could be integrated to solve the problem that the proposed business and operations should address.

Based on the KTH Innovation Readiness Level™ Model
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