



MODULE

SUSTAINABILITY BUSINESS MODELS FOR AGRIPRENEURS

Unit 4 | Activity 2 My SMART sustainable goals planning



20min



- Pen and blank paper
- To have completed Unit 1, Activity 2
- To have completed Unit 2, Activity 2
- To have completed Unit 3, Activity 2

DESCRIPTION

This activity will help you brainstorm about the SMART goals of your sustainable business. In the end, it will allow you to have a summary of how you can realistically measure the success of the activities and practices you wish to implement to become a more sustainable agricultural business.

THE ACTIVITY

Now that you are familiarised with the SMART sustainable goals planning form, you can take a closer look at this example, to better understand how to fill it. This is the example of CAFÉ S. JORGE, as it was presented in Activity 1.2: Is my business sustainable?, Activity 2.2: What are the key elements of my sustainable business model? and Activity 3.2: My sustainable business model canvas.

Now it is time for you to fill in the SMART sustainable goals planning form. Include up to three bullet points per key element to transmit clear and concise information. Have your ACORN sustainable business model canvas at hand so it is easier for you to identify your sustainable goals.

MY SMART SUSTAINABLE GOALS PLANNING

1

Specific - Who, What, I what ways?

2

Measurable - How?

3

Attainable - Reasonable?

4

Relevant - Expected result?

5

Time-oriented - When?



Adapted from www.sandiego.edu/hr/documents/STAFFGoals_PerfPlanningGuide1.pdf



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THE THEORY

Based on public information in this case study, we have built a SMART sustainable goals planning of CAFÉ S. JORGE, exploring what this small-scale business could potentially do to measure its success if it was to grow its sustainable business idea.

CAFÉ S. JORGE

acorn

- 1 Specific - Who, What, I what ways?**
GROW THE PRODUCTION, SELECTION, DISTRIBUTION, AND SALE OF 100% ORGANIC COFFEE
- 2 Measurable - How?**
INCREASE THE PRODUCTION OF 100% ORGANIC COFFEE BY 1/3
- 3 Attainable - Reasonable?**
 - CREATE AN ASSOCIATION OF COFFEE PRODUCERS FROM THE AZORES ISLAND
 - BUY NEW MACHINERY, ADAPTED TO THE ISLAND
 - HIRE MORE EMPLOYEES
 - APPLY TO SUBSIDIES/PUBLIC FUNDING TO SUPPORT TRADITIONAL SMALL-SCALE BUSINESSES TO UPSCALE
- 4 Relevant - Expected result?**
 - COFFEE PRODUCTION IS BRANDED AS AN EXCLUSIVE/LUXURY PRODUCT, FOR NICHE MARKETS
 - GROW IN PRODUCTION ALLOWS FOR NATIONAL EXPANSION AND EXPORT TO SPAIN
 - CONTRIBUTION TO A CIRCULAR ECONOMY (USED COFFEE TO RETURN AS FERTILISER)
- 5 Time-oriented - When?**
INCREASE THE PRODUCTION OF 100% ORGANIC COFFEE BY 1/3 IN TWO YEARS

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