

Bringing Sufficiency into Your Company

THIS CHECKLIST HELPS YOU TO IMPLEMENT SUFFICIENCY-ORIENTED APPROACHES DIRECTLY IN YOUR BUSINESS.

- Choose 3–5 points that are currently most relevant for your company.
- Start with small, realistic changes.
- Use the list within your team to continue developing sufficiency together.

REFLECTION & STRATEGY

- Do we have a clear stance on sufficiency anchored in our mission statement or vision?
- Do we reflect on growth—and, if necessary, consciously limit or reassess it?
- Do we know our actual resource consumption—and are we committed to reducing it?
- Do we engage in discussions about the common good, societal value, and social responsibility?

INTERNAL IMPLEMENTATION

- Do we have clear internal targets for conserving resources (energy, materials, space)?
- Are employees trained in sufficiency, sustainable behavior, and product use?
- Do we pursue governance structures that strengthen orientation toward the common good and independence?
- Do we reconsider ownership models or investor interests in light of sufficiency?
- Do we produce according to actual demand instead of stockpiling or projecting wishful demand?
- Do we avoid unnecessary innovations or product launches?
- Do we limit technical equipment to what is truly necessary?
- Do we prioritize local markets, regional supply chains, or shorter transport routes?

EXTERNAL IMPACT

- Do we design durable, repairable, or personalized products?
- Do we offer repair services, second-hand options, or exchange/swap solutions?
- Do we consciously use consumption-critical messaging in our communications?
- Do we promote education, shifts in awareness, and sufficiency knowledge among our customers?
- Do we advocate—politically or through networks—for framework conditions that support sufficiency?
- Do we account for ecological and social follow-on costs in our pricing?
- Do we make our sustainable offerings socially accessible (e.g., tiered pricing, fair financing)?

COOPERATION & CULTURE

- Do we actively collaborate with like-minded companies, initiatives, or associations?
- Do we openly share our knowledge and experiences—for example, in networks or events?
- Do we foster a corporate culture oriented toward values rather than growth?

MEASUREMENT & LEARNING

- Do we use our own indicators to track progress in sufficiency?
- Do we regularly evaluate our sufficiency strategy—and adjust it as needed?