

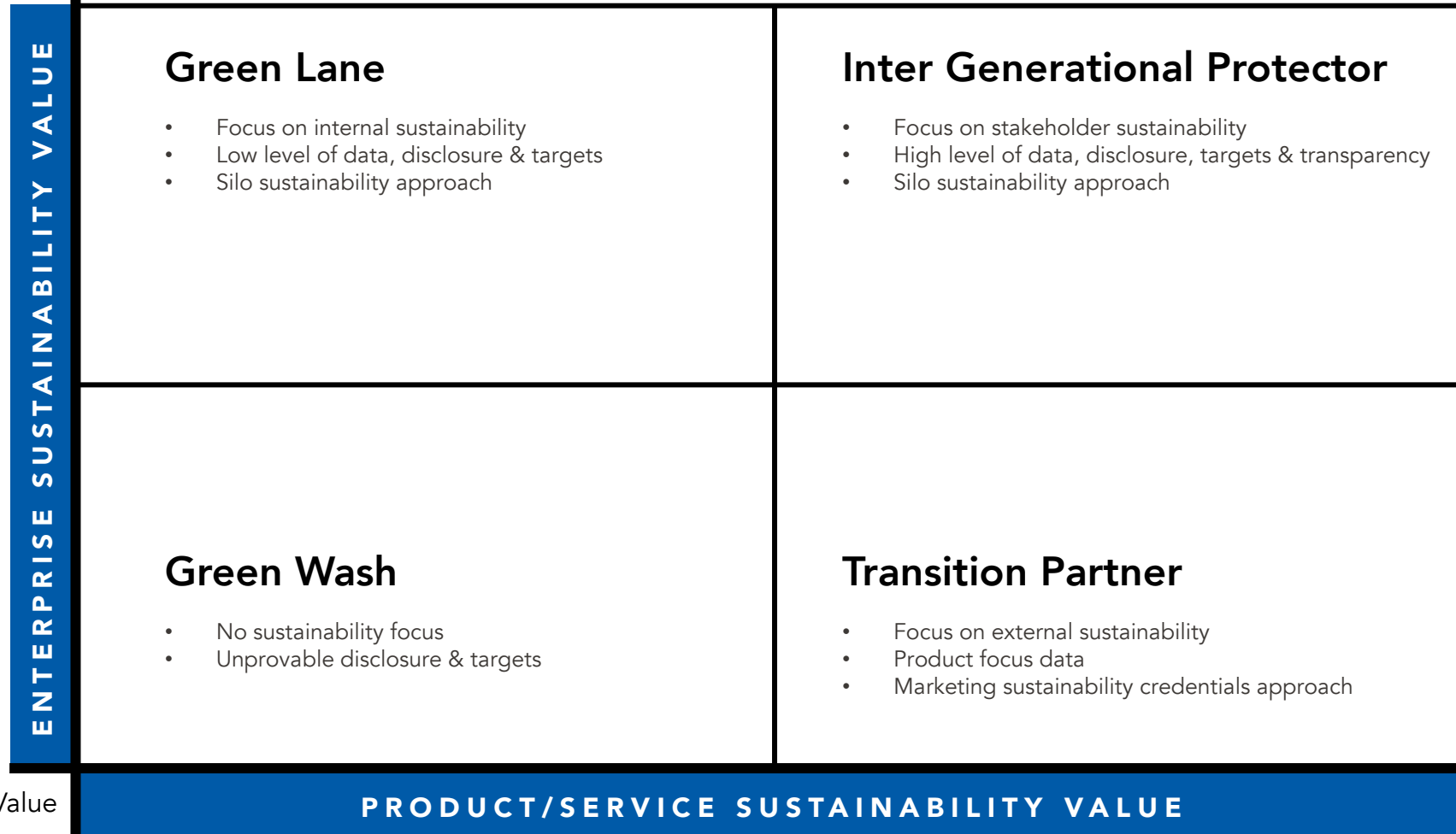
JCORP GROUP ESG HUB

TOOL

**SUSTAINABILITY
BUSINESS
PURPOSE
MATRIX**

> THE TOOL

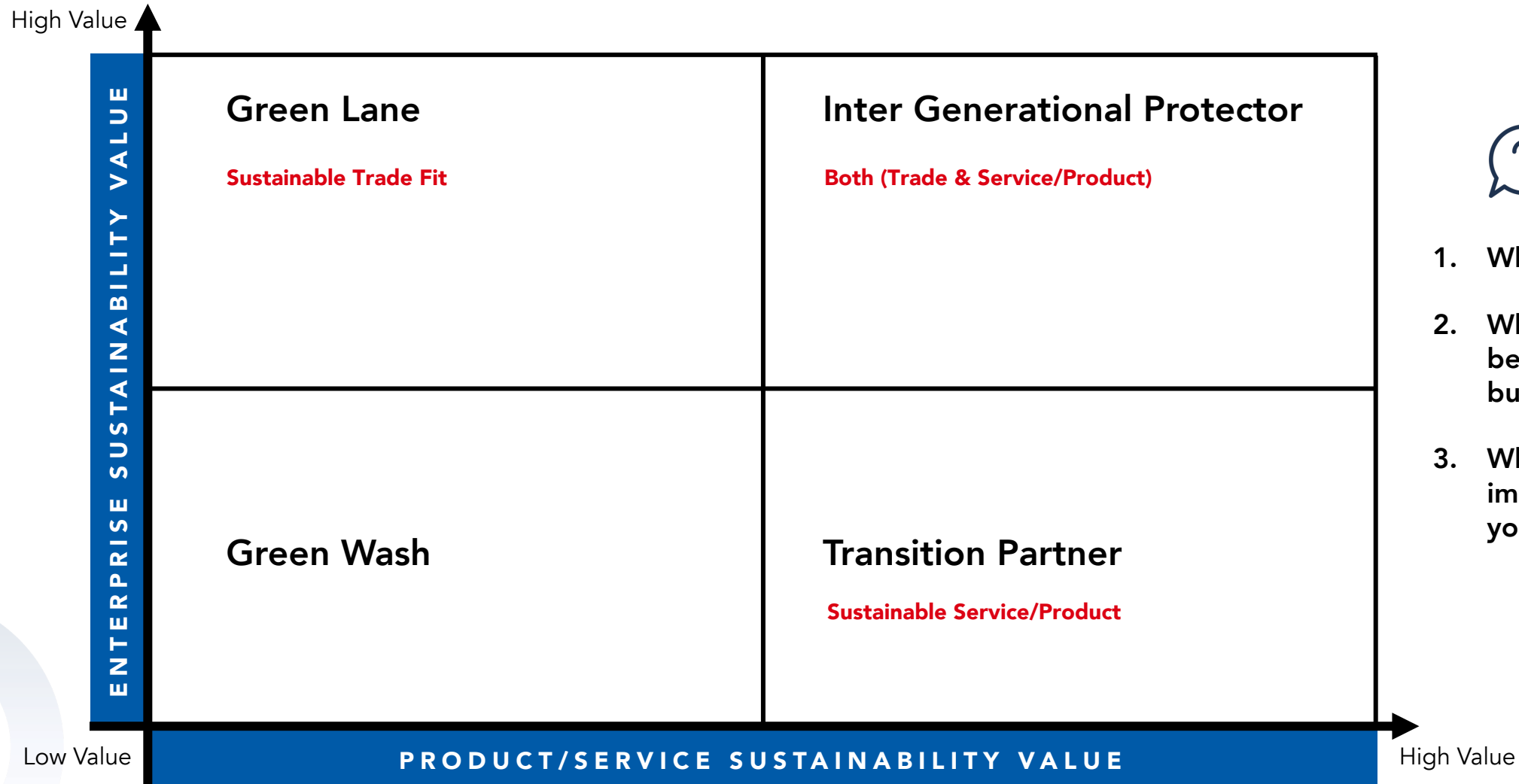
High Value ↑



Low Value

PRODUCT/SERVICE SUSTAINABILITY VALUE

High Value →



1. Where are you now?
2. Where do you want to be "sustainability business purpose"?
3. What has to be improved to get where you aspire to be?



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