






Book a free 30 min session with [Calendly](#)

**Comply with CSRD,
win with ESG.**

 ESGTrainer.com
 mission.guide



Sustainable development and organisational adoption are uphill battles, so you have to conquer castle by castle.

Thijs Struijk-Kafchi (sustainability anthropologist)

Each battle is won by creating a movement that follows the adoption curve. The castle has been conquered when old habits have phased out.

Now you can move to the next. It will become easier down the road.

Organisational adoption curve

= (culture + competency) / time



Adoption plan

Preparation

- Oversee all the castles
- Explore the first castle (people & data)
- Identify opportunity (people & activity)
- Find the paths to success
- Co-create the adoption roadmap

Execution

- Train Green Skills warriors
- Measure progress (and identify obstacles)

Repeat the process for the next castle

Identify uniqueness and similarities

Scale up (qualitatively) to the full organisation

This is what I do:

- Data & culture scan
- Adoption strategy
- ESG & Green Skills training
- Adoption guidance

I will be on board during 6 months for 4 - 8 days per month.



Keep it simple

Too many concepts and definitions distract

Sustainable development is a **movement**, the circular economy is the **engine** and green skilled people are the **operators**. ESG is just the benchmark.

People and their activity are the key to make positive impact in the physical world.



Book a free 30 min session with [Calendly](#)

Reach out:

Thijs Struijk-Kafchi Msc.

thijs@esgtrainer.com

thijs@mission.guide