

Sustainability in Medtech Companies

- Accelerating Your Impact

Day 1 – The external perspective

08.30 – 09.00	Registration and breakfast
09.00 – 09.10	Welcome by Medicoindustrien
09.10 – 10.10	Sustainability expectations to the MedTech industry <ul style="list-style-type: none">- What is sustainability, what does society expect, and what does this mean for companies?- SDG framework from global goals to actions in own company – are you changing a product, or are you changing the company or both?
10.10 – 10.30	Coffee break
10.30 – 11.00	Medtech sustainability business canvas <ul style="list-style-type: none">- Revisit the MedTech development and lifecycle phases, and review of the characteristics of environmental and social considerations in different development stages
11.00 – 12.00	Access to health – most material sustainability issue <ul style="list-style-type: none">- What are you doing in your company?- Discussion of cases in pre-read. What have the companies done?- Concept for working with access to health
12.00 – 13.00	Lunch
13.00 – 14.30	Sustainable Development Goals workshop <ul style="list-style-type: none">- Introduction to creating your own case – initial brainstorm of which stages you can make the highest impact- Brainstorm of ideas within the chosen stage- Group work – each participant gets early feedback on “idea for change”
14.30 – 14.50	Coffee break

14.50 – 16.15

Group work – Idea for change

- Early feedback on “Idea for change”
- Step 1: Explore what you want to achieve
- Step 2: Make a gap analysis, and identify what it takes to close the gap
- Step 3: Get feedback from your course participants and trainers

16.15 – 16.30

Wrap up and prepare for day 2

- Three clear points that each participant must research for tomorrow
- What is your key takeaway from today?

Day 2 – The internal perspective – making ideas fly

08.30 – 09.00

Breakfast

09.00 – 10.10

Planning for change

- Engaging your internal stakeholders, set KPIs, map and prioritise, analyse, plan engagement, evaluate

10.10 – 10.30

Coffee break

10.30 – 11.30

Elements of a good pitch

- The key elements in getting internal traction on sustainability in your company (elements of your pitch deck)
 - o Title, 30 sec overview, problem, painkiller, secret sauce, market competition, business model, metrics and money, timelines and status, team, funding and use of proceeds
- Tips and tricks in making a convincing case to your bosses

11.30 – 12.00

Action plan

- Work on your action plan. Continue work from yesterday
- Three clear action points creating internal change

12.00 – 13.00

Lunch

13.0 – 14.30

Test your pitch

- Prepare your internal pitch with three clear action points including SMART goals
- Who do I need to engage, and in which order? Which action points is important in our company? How can this affect our business procedures? Where in our annual planning cycle can we be creative? When is next years budget final?

14.30 – 14.50

Coffee break

14.50 – 15.50

Test your pitch continued

- Participants pitch and get feedback on their action plan. Participants focus on helping each other be SMART

15.50 – 16.00

Conclusions and wrap up

- What did you learn, what was good, what would you consider key development areas?