

STAR MODEL

1. Strategy
How well does our current strategy prepare us for upcoming regulatory changes such as the Eco-design for Sustainable Products Regulation (ESPR), and what strategic choices should we make to turn these requirements into competitive advantage?

2. Structure
What structural adjustments (e.g., clearer responsibilities, new cross-functional roles) would help us better respond to circular economy requirements and support collaboration across the SuFiRe partner network?

3. Processes
Which of our current processes—such as value chain mapping, ESG data collection, or lifecycle assessment—need redesigning to ensure smooth information flow and compliance with new regulations?

4. Motivation
How can we develop rewards and incentives that motivate employees and teams to adopt circular business practices, improve sustainability performance, and proactively meet upcoming regulatory expectations?

5. People
What skills, mindsets, and values do our people need to successfully contribute to the green transition, and how should we support their development during the SuFiRe project?

