

## BM.1

# Update the data gathering strategy

*Requires dialogue*

The aim of this activity is to plan your data gathering activities to ensure that you get the data you need for the In-depth Assessment in an efficient manner.



### INPUTS

- Data Gathering Strategy used during the Preliminary Assessment from the activity ST.1 *Plan my data gathering strategy.*

### OUTPUTS

- A detailed list of the types of data you need to gather that has been reviewed and agreed with the company focal point.

This output is not specifically used later in the process but is important to ensure effective and efficient data collection.

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Collecting detailed, quantitative data can be very time consuming so it is important to carefully consider which types of data you will collect during the In-Depth Assessment. By focusing on the most important topics highlighted from the *SET STRATEGY* phase you can reduce the time you spend on gathering data and avoid wasted effort.

## HOW TO GO ABOUT IT

1. Remind yourself of the data you have already collected - the Data Gathering Checklist used during the Preliminary Assessment should provide a good summary of this.
2. Review the new business strategy and try to identify areas in which more detailed data or information is required. In particular focus on:
  - The topics covered within the strategic goals
  - The sustainability hotspots for the company
  - Any new markets proposed in the new business strategy
3. Go through the list of possible data types mentioned in the *Data Gathering Update template* for activities *BM.2 Gather additional data on the business model* and *BM.3 Gather additional data on operational performance* then decide which of them you will collect during the In-Depth Assessment.
4. Add the list of new data to be gathered to your original Data Gathering Checklist, making sure to clearly identify which data types have already been collected and which are the new data to be collected.
5. Review the *Data Gathering Checklist* with the focal point to confirm how and when you will gather the data you require.

### Template of Data Gathering Update



# Data gathering update

Project \_\_\_\_\_

Date \_\_\_\_\_

Version \_\_\_\_\_

## Business strategy

What topics covered within the strategic goals require new data?

What sustainability hotspots for the company require new data?

What, if any, new markets proposed in the new business strategy require new data?



## New data

What new data needs to be collected (in addition to what you already have)?



Type of data	Do I need it?
Current company vision	
Current strategic goals	
Current products, markets and selling points	
Current business model	
Main competitors and what they offer	
Flow diagram of main internal production steps	
Biggest contributors to production costs	
Biggest contributors to materials and water consumption (for company and for value chain)	
Biggest contributors to energy consumption (for company and for value chain)	
Biggest contributors to health & toxicity concerns (for company and for value chain)	
Biggest contributors to social impacts (for company and for value chain)	
Sales revenue data for last three years	
Profit and loss data for last three years	
Number of employees including breakdown by role/department	
Details of key suppliers	
Details of key partners and nature of partnership	
Details of environmental and social management system or policies in place	
Understanding of how the company is viewed by the local community, suppliers and customers	
Details of the company's policies and practices to promote innovation	
Details of facilities and resources to support product research and development	
Understanding of procurement policies and practices to promote sustainability	

Used during activities

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## LEARNING CASE STUDY OF DATA GATHERING UPDATE

### Business strategy

- New product: tuna in sauce
- New selling point: Sustainability
- Support sustainable fishing



### New data

- Validate market interest for tuna in sauce product
- Validate market interest in sustainable products
- Willingness of fisherpeople to engage on sustainable fishing

Type of data	Do I need it?
Current company vision	✓
Current strategic goals	✓
Current products, markets and selling points	✓
Current business model	✓
Main competitors and what they offer	
Flow diagram of main internal production steps	✓
Biggest contributors to production costs	✓
Biggest contributors to materials and water consumption (for company and for value chain)	
Biggest contributors to energy consumption (for company and for value chain)	✓
Biggest contributors to health & toxicity concerns (for company and for value chain)	
Biggest contributors to social impacts (for company and for value chain)	
Sales revenue data for last three years	✓
Profit and loss data for last three years	
Number of employees including breakdown by role/department	✓
Details of key suppliers	
Details of key partners and nature of partnership	✓
Details of environmental and social management system or policies in place	✓
Understanding of how the company is viewed by the local community, suppliers and customers	✓
Details of the company's policies and practices to promote innovation	
Details of facilities and resources to support product research and development	✓
Understanding of procurement policies and practices to promote sustainability	

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## TIPS & TRICKS

### FOCUSED DATA COLLECTION

Try to be focused, conservative and realistic when selecting which data you will collect. If you are not sure if you will need a certain type of data then do not collect it initially. If later in the phase it turns out that you do need that data you can always come back and collect it at that time.

### CONTACT KEY PEOPLE EARLY ON

Collecting the information necessary to complete the In-Depth Assessment will likely require input from personnel throughout the company so it is important to identify the people you will need to speak with early in this phase and begin scheduling meetings or phone calls with those people.

