

1. How great might the financial success be (e.g. sales, revenue or market share, requirements of lenders or partners)?

The financial success of reducing pollution could be significant, as it could create opportunities for innovation, job creation, and economic growth in industries that promote sustainable development and environmental protection.

2. What is the value the project will have for the company or the users/stakeholders?

The value of reducing pollution could be immense for both companies and stakeholders, as it could improve the health and well-being of individuals, protect the environment and ecosystems, and promote sustainable economic growth.

3. What might the success for our users look like? (This means: solving a problem; better than the current solution; offering an answer to a specific new goal.)

The success for users could mean that pollution is reduced to a level that no longer poses a threat to human health, the environment, and ecosystems. It could also mean that alternative solutions are provided that are better than current practices, such as using clean energy sources and reducing waste.

4. What might be the success for our key partners and stakeholders?

The success for key partners and stakeholders could mean that they are able to achieve their goals and objectives while also promoting sustainable development and environmental protection.

5. How important might the success be for each team member and the team?

The success of reducing pollution could be very important for each team member and the team, as it could provide a sense of purpose and contribute to the greater good of society and the environment.

6. How important would the success be for the management? What is the business case for my major stakeholders?

The success of reducing pollution could be very important for the management, as it could improve the reputation of the company, attract socially responsible investors and customers, and reduce potential regulatory costs and legal liabilities.

## 7. What might be the most important milestones?

The most important milestones could include reducing emissions and waste, implementing sustainable practices and technologies, and promoting public awareness and education about the importance of reducing pollution.