

INTERNAL RISKS & OPPORTUNITIES

I EXAMPLE

INTERNAL

Risk	Consequence for project (1-5)	Probability (1-10)	Risk figures (K x S)	Reactive Action plan "Plan B" / Reaction / Risk management	Proactive Action plan "Plan A" / Prevention / Opportunity"
New Head of Sales could change the course and delay the project	4	8	32	To be taken ad hoc	Align expectations (incl. direction and timeplan)
Gap between BF initiative (shared value) and the normal operation (compliance)	5 (risk for entire understanding of CSR efforts)	8	40	??	To be addressed in Sustainability Forum in relation to the overall CSR efforts: clarify focus areas, employee engagement (internal analysis)
Not well integrated in the organisation: Top management Inbound (sales) Other	4 4 2	2 8 5	8 40 10	To be taken ad hoc. with top management On going information and engagement	1-2 sales employees join the reference group of the project group. Sales material needs to be understandable, so that seller takes ownership. These various stakeholders need to be included in the internal communications plan.
Complet dependence of consulting function in Sweden (Design for recycling)	5	8	40	Follow up meetings List of ativities w. prioritization and timeplan	The amount of DfR activities justifies a position in Denmark, or partnership with external consultants.

