THRIVE Framework and Platform Evaluation

THRIVE Framework was conceived in early 2017 and the subsequent instantiation THRIVE Platform v1.0 (POC) and v2.0 (MVP) have been developed since then. Further information available at https://www.strive2thrive.earth/. This document serves to outline the evaluation process.

Evaluation (ex-Ante)

The ex-Ante evaluation was the result of extensive investigation into the literature locally and abroad and principally pre-liminary talks with senior experts in the field during conference participations and follow up video sessions. This informed much of the design of the THRIVE Framework and first instantiation in the form of THRIVE Platform v1.0 (Released in Jan 2020).

Evaluation (ex-Post)

Next evaluation will be ex-Post and thus undertaken during the research post the construction and revision of the artefact. This will serve to confirm the overall completeness, usefulness, effectiveness and soundness of the artefact. This includes the THRIVE framework, platform as the minimal viable product (MVP) THRIVE Platform v2.0, and the resulting sustainability performance scorecard (SPS) tables and associated charts (To be released in Sep 2020).

Participant Selection

Sampling

Sampling of participants is based on purposeful, convenience and maximum variation (Bansal et al. 2017; Patton 2002). List of potential participants will be drawn from (approximate sample size shown in brackets):

- LinkedIn followers (19,200+)
- SSBMG/FEI group members (1700+)
- Newsletters: OQCE, PGECR (various)
- R3.0 group members (300+)
- Conference participants (200+)
- Academics at GU, USQ, QUT, UQ, Monash (60+)
- Consumers (20+)
- Colleagues (12+)

Potential participants will either become aware of the THRIVE Project or be blanketed approached via social media and email in the first instance. In some cases, they may be followed up by phone call.

Selection

Those potential participants who indicate a willingness to participate will be funneled to the THRIVE Project Priority Program website. An evaluation brief, including references to the live artefact and other supporting materials will be freely made available there. The formal part of the evaluation will last around 40min. Those wishing to provide further commentary will be encouraged to do so.

Evaluation results

Results of the evaluation process will be gathered anonymously over the coming months. Initial results may be presented at forthcoming events and conferences including the following:

- Strongly Sustainable Business Model Group Meeting
- International New Business Model Conference
- r3.0 International Conference
- European Conference on Information Systems
- Circular Economy Forum

As a participant, you will receive the collated results early, before any of the above. You will also be provided with the opportunity to be identified as contributing to the evaluation process in official materials circulated with the
same. Please note that we are also collaborating with the Flourishing Enterprise Institute (on the Global Thresholds and Allocation Council) and are peers with the r3.0/Sustainable Development Performance Indicators (context-based metrics) for the United Nations Research Institute for Social Development (UNRISD) project. More information is available at our website.

**Evaluation protocol**

Participants will evaluate and provide critical feedback on the following:

A. THRIVE Framework: THRIVE conceptual framework and components (Artefact) [General Knowledge].

B. THRIVE Platform: THRIVE online platform including the platform ([https://www.strive2thrive.earth/](https://www.strive2thrive.earth/)), producing the ranked sustainability performance scorecard (SPS) table and charts (Instantiation) [Situated knowledge].

The evaluation will be based on an augmented version of the 12 Foundational Focus Factors called the Systemic Holistic Model (SHM). An outline of the model is shown below.

![Diagram showing the Systemic Holistic Model (SHM) for Thrivable Transformations](https://www.strive2thrive.earth/)

*Figure 2. The Systemic Holistic Model (SHM) for Thrivable Transformations, showing the four focus factor groupings of significance, scale, shift, and scope.*

We will evaluate A and B against the following 4S:

<table>
<thead>
<tr>
<th>Quadrant</th>
<th>Foundational Focus Factor being examined</th>
<th>Response/Comment</th>
</tr>
</thead>
</table>
| Significance | • Materiality  
• Multi-capital  
• Integrated Reporting | • ?  
• ?  
• ? |
| Scale | • Finite Resources  
• Science-Based  
• Context-Based | • ?  
• ?  
• ? |
| Shift | • Values-Based  
• Linear to Circular  
• Trans-disciplinary | • ?  
• ?  
• ? |
| Scope | • Boundary/Entity  
• Strong Sustainability  
• Complex Wicked Problems | • ?  
• ?  
• ? |
The evaluations are short, and the results will be anonymized. Evaluations will be recorded via zoom or skype, however confidentiality between participants will be maintained to encourage independent responses. Recordings will be used for the purpose of accurately transcribing responses.

**Phase I: Approach**

Participants selected will come from the following use cases:

<table>
<thead>
<tr>
<th><strong>Use case</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enterprise leaders/senior management</strong></td>
<td>Encouraging enterprises to do good to do well in pursuing a competitive advantage</td>
</tr>
<tr>
<td><strong>Business analysts/consultants</strong></td>
<td>Providing business analysts with tools to guide enterprise strategies</td>
</tr>
<tr>
<td><strong>Academic/private researchers</strong></td>
<td>Assisting researchers to analyze trends and effectiveness of business models for sustainability</td>
</tr>
<tr>
<td><strong>Government officers/employees</strong></td>
<td>Allowing government decision makers to forecast the effects of regulatory or legislative actions</td>
</tr>
<tr>
<td><strong>Consumers/Public at large</strong></td>
<td>Empowering individuals to actively stimulate competition among enterprises</td>
</tr>
</tbody>
</table>

The critical input will be collected and recorded. There will be time allocated for unstructured comments for those who wish to provide the same, over and above the structured interview.

**Phase II: Distribution of materials**

Email participants. Provide Participant Information Sheet (PIS) and Participant Consent Form (PCF). Overview of the study (link to website). Aims. Purpose.

**Phase III: Evaluation**

The evaluation interview will be conducted by the researcher. Questions will be adjusted to reflect the audience. A series of open-ended questions will be asked aimed at finding out specific answers to the following questions (Searcy 2011). Of most interest is the elaboration of the answer provided.

**Phase IV: Collation of responses**

Audio recordings will not be transcribed, however may be reviewed to extract answers to questions. Answers will be collated into groups to reflect each of the 4S.

**Response Summary**

Extracted answers and narratives will be consolidated into a response summary table across each respondence group and then all respondents. This will serve as the basis for the evaluation in the discussion section of the thesis.

**REFERENCES**
