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Three single-page artefacts from the EVA³™ white paper, released with Episodes 2, 4 and 6

A — The 3×3 EVA³™ operating matrix (Episode 2, Mon 12 Oct 2026)

B — The six-horizon roadmap, 2026–2050 (Episode 4, Mon 26 Oct 2026)

C — The 100-day activation plan, teaser (Episode 6, Mon 9 Nov 2026)

Asset lock: Mon 28 Sep 2026 · Each page carries the workshop CTA and the EVA³™ trademark line

StoryC Ltd · AI-Augmented Consulting™

Each one-pager reproduces the white paper, not a paraphrase of it. They are given away because the framework is not the product; the honest scoring of it, with the executive team in the room, is. Every page ends with the same CTA and the same trademark line.

Production note for Theo: export each section as a single A4 PDF, portrait, from the branded template (forest green header band, Georgia headings, Calibri body). File names: EVA3_OnePager_A_Matrix.pdf, EVA3_OnePager_B_Horizons.pdf, EVA3_OnePager_C_100Days.pdf. Footer on every page: 'EVA³™ is a registered trademark of Dr. Madeleine Joubert. Source: Joubert, M. (2026). EVA³™: A Roadmap for Strategic Behavioural Change.'

A The 3×3 EVA³™ operating matrix

RELEASED WITH EPISODE 2 · MEET EVA³™ · WHITE PAPER CHAPTER 5

Three E's by three lenses gives nine working principles. Rows are the pillars: Equity, Environment, Economy. Columns are the lenses: Evidence-based, Institutionally focused, Systemically aware. Each cell describes a discipline the organisation should be able to demonstrate in practice, and each can be scored on a four-point scale: **absent** / **nascent** / **established** / **leading**.

	Evidence-based	Institutionally focused	Systemically aware
Equity	Audited human-rights data; modern-slavery diligence with primary evidence; gender and inclusion metrics with provenance.	Procurement covenants on labour standards; board-level oversight of supply-chain ethics; ombudsperson mechanisms in contracts.	Whole-supply-chain dignity; just-transition planning across all tiers; community impact assessment alongside operational change.
Environment	SBTi-validated targets across Scopes 1, 2, 3; primary supplier emissions data; assured public reporting against GHG Protocol.	Net-zero in board mandate and CEO scorecard; supplier-emissions clauses in master agreements; capex governance with a carbon hurdle.	Lifecycle-emissions thinking; sectoral collaboration on shared infrastructure; design-for-circularity in product development.
Economy	True Carbon Count™ layer in should-cost; financial models that price climate risk and opportunity; transparent ROI on sustainability capex.	ESG-aligned procurement KPIs; long-term supplier contracts that reward emissions performance; CFO co-ownership of the transition plan.	Just-transition financing across the supply base; investment in supplier capability; resilience as a strategic asset, not a cost line.

How to use it

1 • As a diagnostic

Score all nine cells on the four-point scale, individually first, then as a team. Expect two or three weak cells; that is where targeted investment pays back disproportionately. If everything came out 'established', the diagnostic was performative.

2 • As a decision filter

For every major decision (a category re-tender, a supplier consolidation, a capex case) ask which cells are most affected and require an explicit answer for each. A decision that satisfies fewer than three lenses is not yet ready.

3 • As an accountability map

Give each cell a named owner, typically across the CPO, CSO, CFO, CHRO and General Counsel. EVA³ cannot sit in one function. The matrix makes the joint accountability visible, and a quarterly review against it becomes a standing board item.

THE LENS YOU DO NOT LOOK THROUGH

Evidence-based without systemic awareness produces precision about the wrong thing. Systemic awareness without institutional grip produces insight without consequence. The lens through which you do not look is the lens that catches you out.

BOOK A 1:1 EVA³™ WORKSHOP

Half a day with your executive team in the room. You leave with a scored 3×3 matrix, the two or three weakest cells named, and your own tested 100-day plan aligned to the six horizons. Facilitated by Dr. Madeleine Joubert. Scoped after a discovery conversation; booking link tracked as campaign=eva3-onepager.

B The six-horizon roadmap, 2026-2050

RELEASED WITH EPISODE 4 · THE SIX HORIZONS · WHITE PAPER CHAPTER 10

A roadmap that goes only to 2030 will not get a company to net-zero. A roadmap that begins at 2050 will never get there. EVA³™ segments the 24 years into six horizons, deliberately unequal in length: the early ones short because the early years are decisive, the middle ones long because the work is compounding, the last short again because settlement has a terminus. The first three are non-negotiable.

Horizon	Years	Theme	Behavioural shift	Metric that matters
H0 • Diagnose & Disclose	2026	Get the baseline right and visible.	From assumption to evidence: from 'we think we are doing X' to 'we can show we are doing X'. Reward honesty about gaps.	Nine-cell baseline scored; Scope 1/2/3 baseline measured; top-twenty supplier list emissions-mapped.
H1 • Validate & Activate	2027-28	Align targets with SBTi V2.0; activate the operating model.	From talking to delivering. The first wave of TCC-adjusted decisions becomes visible; buyers begin to choose differently.	Validated SBTi targets; ≥80 % of top-twenty suppliers with SBTs set or committed; TCC live in three categories.
H2 • Deliver the Halving	2029-30	Hit near-term science-based targets; halve where required.	From experimentation to disciplined delivery at scale. Pilots become standard practice.	Delivered tonnes against the near-term SBTi target; external assurance of Scope 1, 2 and material Scope 3.
H3 • Compound	2031-35	Scope-3 era; TCC at scale; supplier transformation.	From individual programmes to compound systems. Cross-category, cross-supplier, cross-sector collaboration becomes the default.	Five-year compound emissions reduction across the value chain; share of revenue from products designed for low-carbon use.
H4 • Transform	2036-45	Product redesign; circular models; deep-tech adoption.	From change-as-project to change-as-operating-state. The organisation expects continuous transformation.	Share of capex aligned with EU Taxonomy or equivalent; revenue from low-carbon products as a share of total.
H5 • Settle Net-Zero	2046-50	Residual handling; high-quality removals; assurance.	From transition to stewardship. Hold the ground won; keep pushing the frontier on the residual.	Verified net-zero performance with high-quality removals for residual; physical resilience demonstrated in stress tests.

Each horizon also carries an organisational shift and a leadership move; the workshop's horizon canvas uses all four. SBTi V2.0 is mandatory for new targets from 1 January 2028 (chapter 13). 'Halving' describes the 1.5 °C-aligned near-term pathway, not any company's target. Sequence beats simultaneity: companies that try to do everything at once typically do less, less well.

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C The 100-day activation plan — teaser

RELEASED WITH EPISODE 6 · THE INCLUSIVE COMPACT · WHITE PAPER CHAPTER 12

A 100-day plan does not deliver the transition. It delivers the conditions under which the transition can be delivered, by Day 100. Four phases, headline moves. The full plan, with your owners, dates and priority cells, is built in the workshop.

Phase 1 · Days 1–14 · Charter and sponsorship

Establish the EVA³™ steering committee, co-chaired by the CPO and CSO, with the CFO, CHRO, COO and General Counsel as members. Fortnightly for the first quarter.

Charter a small dedicated delivery team, four to eight people from procurement, sustainability, finance and data.

Brief the board on the framework, the horizons and the 100-day plan; secure endorsement. Without joint CPO–CSO–CFO sponsorship the programme will not survive the first budget cycle.

Phase 2 · Days 15–42 · The 3×3 diagnostic

Score each of the nine cells on the four-point scale, using existing data, supplier surveys where needed, and structured interviews with category leads and senior buyers.

Validate Scope 1 and 2 baselines; quantify Scope 3 across the fifteen categories with data quality flagged.

Map the top-twenty Scope 3 suppliers: SBT status, data quality, partnership readiness.

Diagnose the three behavioural layers: KPIs, incentives, decision processes, capability gaps.

Phase 3 · Days 43–70 · Quick wins and pilots

Launch the True Carbon Count™ pilot in three to five high-impact categories; build the models, train the buyers, integrate into upcoming sourcing events.

Open one-to-one strategic conversations with each top-twenty supplier; agree twelve-month joint workplans.

Set the internal carbon price (opening range \$50–150 per tCO₂e); publish how it is used in capex and procurement.

Refresh RFP templates, master-agreement clauses and the supplier code of conduct.

Phase 4 · Days 71–100 · Operating model and roadmap

Publish the EVA³ programme charter: scope, governance, the matrix, the horizons, the operating cadence.

Embed sustainability outcomes in executive and managerial KPI sets, weighted to send a clear signal.

Board approves the detailed plan for Horizons 0–2 with a directional view of 3–5.

Tell employees and the market the same story; discrepancy is the early signal of greenwashing risk.

THE END-OF-100-DAY TEST

By Day 100 the test is not how much has been delivered, but whether the conditions for sustained delivery are in place: charter, governance, capability, KPIs, contracts, a credible roadmap. The work that follows takes years. It does not work when the sponsorship is delegated.

A teaser: these moves become your plan only with owners, dates and your own weak cells attached. That is what the workshop produces.

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