

## Supplementary file S1

### Interview questions

#### Background

1. When was the company established?
2. How many people are working in the company?
3. How much turnover did you have during the previous year 2023?
4. What is your role in the company?
5. What was the motivation for starting a business?

#### Sustainable business model and entrepreneurial orientation

6. What products/services do you produce?
7. What is new and innovative about your products/services?
8. Who are your customers?
9. How do you affect nature and society?
10. What is the role of sustainability verification and sustainable financing for your business?
11. What resources do you use?
12. Which activities do you perform?
13. Who are your partners?
14. What is your price in relation to your competitors?
15. What kind of challenges/barriers have you faced?

#### Operating environment, now, changes & future

16. How would you describe your current operating environment?
17. How has the operating environment changed? During what time period have these changes occurred?
18. How have these changes affected your business?
19. How do you think the changes in the operating environment will continue in the near future?
20. How will the changes affect your company's operations during the next the 5-10 years?
21. What kind of risks and/or opportunities do you see for your business in the future?

#### Ending

22. Is there anything else you would like to add?