Sustainable Business Model Canvas

Designed for:	Designed by:	Date:	Version:

STAKEHOLDERS

Our key partners, suppliers, co-financiers, supporters and distributors for creating and retaining value.

ACTIVITIES

The key ongoing processes, focus areas, development projects, technology procedures in the circular value chain etc.

RESOURCES

The core unique strengths, advantages, capabilities and assets we control, including materials, human capabilities, financial, network, infrastructure, brand image, data etc.

Value Creation

PEOPLE OUTCOME

The sustainable solution, its key components and the value it offers to people, including how it solves key problems and benefits and impact for society.

Value Proposition

PROFIT OUTCOME

The internal pitch about the superior value the sustainable solution offers to the business, and how it fits with strategy.

PLANET OUTCOME

The solution and the benefits it has for the planet, including positive impact on the environment and biosphere.

COSTS

Outflows of money and value for the business and relevant stakeholders, including the key metrics we aim to decrease.

REVENUES

Inflows of money and value for the business and relevant stakeholders, including the key metrics we aim to increase.

Value Capture

RELATIONSHIPS

The nature and basis of the ongoing relationship between you, users and other stakeholders in the circular value chain.

CHANNELS

Touchpoints and channels for interaction, exchange and co-creation with users, customers and stakeholders, including loops for retrieving value.

Value Delivery

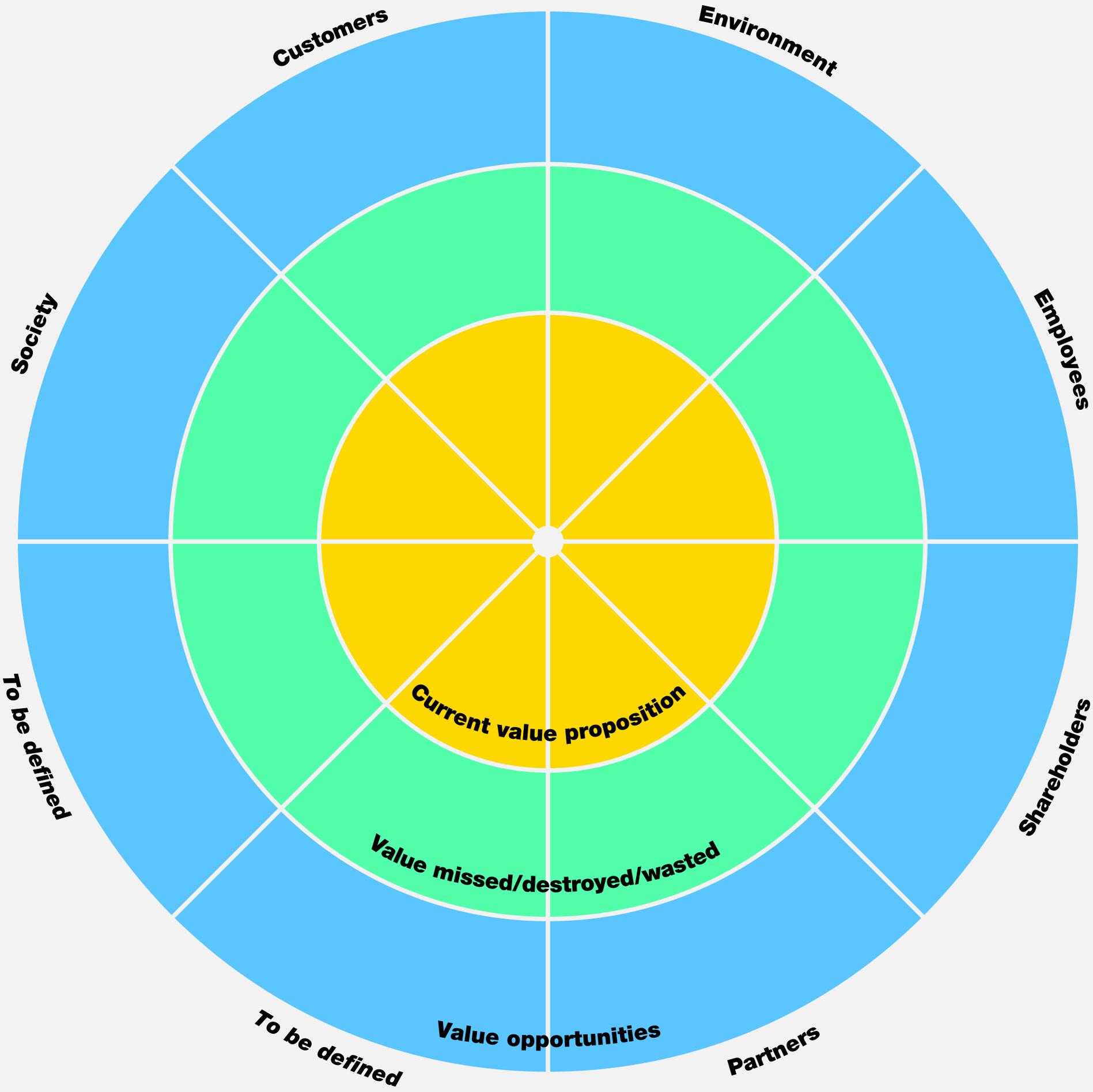
SEGMENTS AND NEEDS

Target group(s) of users, customers or beneficiaries, and the core poorly-met needs and jobs-to-be done that people in the group share.

Source: Adapted from Blocken et al and Osterwalder

Value map

Purpose	Unit of analysis



Source: Geissdoerfer, 2016