



Circular business model

develop

system

business model



30-60 min



2-5 people
(interdisciplinary)



canvas
sticky notes

Is the business model sustainable economically?

The Circular Economy requires new paradigms of doing business but once old patterns are overcome, new opportunities for prosperous business models that are beneficial for all are manifold. Use them!

Description

Start with the value proposition and from there work outwards. The guiding questions help to answer each field. If during the process new solutions appear, make sure they are considered in all levels.

For Facilitators

The business aspect of a product or product-service system idea is essential for a convincing approach. In the current economic system, the principles of the Circular Economy are sometimes regarded as inhibiting to make profit. Figuring out innovative ways to generate revenue flows (other than simple sales of products) is thus crucial. Prepare and show some examples of functioning Circular Economy Business Models beforehand but make sure that participants are not narrowed thereby.

CIRCULAR BUSINESS MODEL



Which key resources and key activities cause negative and positive environmental impacts?

Which stakeholder groups from the economical, political, legal, technological and cultural spheres are crucial for the long-term success?

Which actors participate in the value circle?
 Who are the main customers or users of your services or products?
 Which value circle actors provide key resources and activities?

What are the needs you are aiming to meet?
 What problems will be solved with the services or products you offer?

Which key resources are needed to create and distribute the value proposition?

What is the revenue model?
 What are the pricing tactics?
 What are the most important cost positions?
 Which key resources and activities are most expensive?

Which key resources and key activities cause negative and positive social impacts?