



Circular idea

ideate

product

service

value creation



10-20 min



1-5 people



canvas
sketching pencils

Having a very clear idea helps to communicate it. Describe your idea and point out how the organization, the user and the environment benefit from your concept.

This canvas can also be a starting point for the storyline of a pitch or presentation, in this case also think of the “WHY and HOW are you solving WHAT problem”.

Description

Describe the product or service idea, use pictures and sketches to make it more tangible. Related to the “triple bottom line” specify the benefits of your concept for the 3 dimensions (People, Planet, Prosperity)

For Facilitators

This canvas helps to clarify the concept and make sure everyone has a common understanding of the idea. It can also be used to circumscribe a specific approach and sort apart other ideas. The three areas are to ensure all dimensions of the “triple bottom line concept” are considered and taken care of. If not familiar with it, make sure to have a good understanding of this concept to be able to answer questions.

CIRCULAR IDEA

