KEY PARTNERS



Who are our Key Partners? Who are our Key Suppliers? Which Key Activities do our Partners perform?

- Shape regulations by partnering with regulators
- Cooperate with the local ecosystem/community
- Choose partners that share your social/environmental beliefs or mission
- Strive for industrial symbiosis

KEY ACTIVITIES



What Key Activities do our VP require? Our Distribution Channels? Customer Relationships? Revenue Streams?

- How can those be adjusted to ensure sustainability?
- Enabling sustainable technologies?

KEY RESOURCES



What Key Resources do our VP require? Our Distribution Channels? Customer Relationships? Revenue Streams?

- Can we substitute with natural /sustainable resources?
- Are people treated ethically?

DESIGN-FOR-DISSASEMBLY

Is our product designed to be easily disassembled for recycling or upcycling? Are parts replaceable to prolong product durability? Have we designed the product to endure or have we considered end-of-life options?

VALUE PROPOSITIONS



What value do we deliver to the customer? Which customer problem and/or which social/environmental problem are we helping to solve?

What bundle of products/services are we offering to each customer segment? Which customer needs are we satisfying? What difference are you making/which impact do you have? Can we extend the product-life-cycle?

CHANNELS



Through which channels do our customer segments want to be reached? / How are they reached now?

How are our channels integrated and connected to customer routines?

Which local/global impact do they have? What is their carbon footprint of each channel?

CUSTOMER RELATIONSHIPS

What type of relationship does each of our Customer Segments expect us to establish and maintain?

How can we create synergies with them? How can we work with the community and cocreate value with them?

END-OF-LIFE



What is the post-purchase process? What happens to our product when it is not used anymore/it breaks? What is the level of convenience for the

customer? Can the product be profitably

recycled/upcycled/reused/refurbished?

CUSTOMER SEGMENTS



For whom are we creating value? Who are our most important customers? How can we enable them to act sustainably? Which target customers may help promote our sustainable solution?

Possibilities:

Responsible customers

OR

People with good intentions

COST STRUCTURE & ADDITIONAL COSTS



What are the most important costs inherent to our business model? Which Key Resources are the most expensive? Which Key activities are most expensive? Are there additional costs for sustainable solutions? Is switching to sustainable alternatives possible and economically reasonable?

SOCIAL COSTS



What social cost is our business model causing? How is our value-chain negatively impacting the value chain? Do we ensure equal and fair pay throughout our eco-system? What relations could be negatively influenced by our activities?

REVENUE STREAMS & SUSTAINABILITY PREMIUM



What are customers willing to pay? What are they paying today for a similar, non-sustainable solution? What is the premium for sustainability? Is there a unique advantage due to sustainable profile? Do price structures exist that incentivize sustainable customer behaviour? How does each revenue stream contribute to overall revenue?

SOCIAL BENEFITS & SUBSIDISATION



Can we offer sustainable benefits to our employees (4-day work week, remote week, no-fly meetups) What are the positive effect on society and local economy? Do tax bonusses & subsidies or 3rd party funding exist for my endeavour? Are our team inclusive and diverse? Are we especially welcoming to groups that might struggle to find work, products, solutions?

ENVIRONMENTAL COSTS



What environmental costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources? Is harmful waste generated? Are there rebound & induction effects or new technological risks? Consider e.g. buildings, cars, transport, logistics, materials

ENVIRONMENTAL BENEFITS & SUBSIDISATION

What environmental benefits is our business model generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a VP? If yes, for whom? Do tax bonusses & subsidies or 3rd party funding exist for my endeavour? What are the positive effects on the planet of our organization? How can they be maximized?

KEY PARTNERS		KEY ACTIVITIES	**	VALUE PROPOS	SITIONS		CHANNELS	₹	CUSTOMER SEGME	NTS 🕰
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